

The  
**Pocket Coach**  
Condensed Business Coaching

The Little Book of  
**Self-Coaching**



By Jackie Woodside, CPC, MSW

# The Pocket Coach

## Condensed Business Coaching

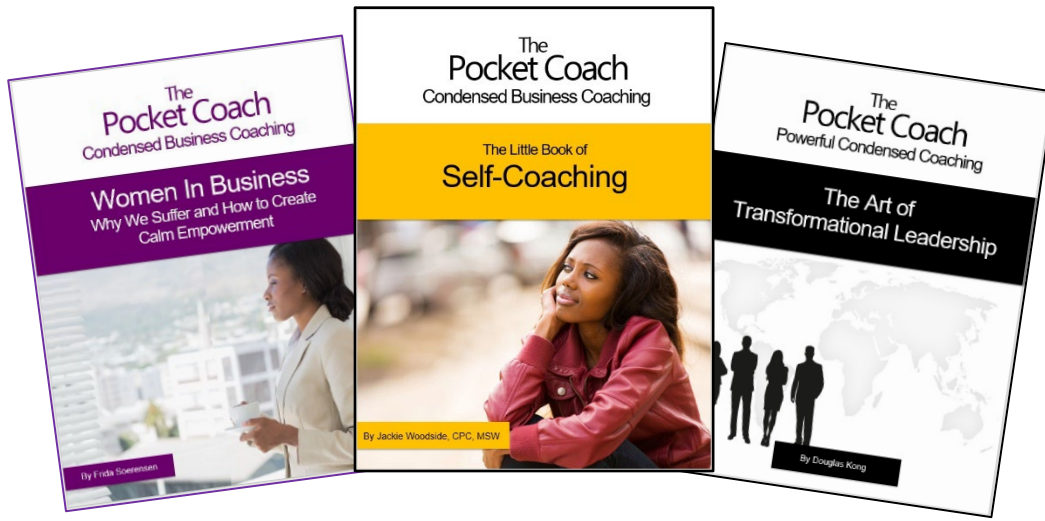
# The Little Book of Self-Coaching

By Jackie Woodside, CPC, MSW

**This book is dedicated to** all of the people who are willing to work hard enough on themselves to engage in self-coaching. I applaud and admire you for your dedication to your growth and development. It is, after all, why we are here.

**And a very special thank you to** Chris Van Buren for his tireless commitment to supporting the success of teachers, speakers, and coaches worldwide. Chris, your commitment, energy, and wisdom are second to none. It is an honor to know you, work with you, and call you a friend.

# The Pocket Coach Series



This book is part of the Pocket Coach series by VanBuren Publishing, designed to bring you practical strategies for improving your business, career and life.

Check out the entire series at:

<http://launchmoxie.com/pocket-coach-series>

[View the Series](#)

This book is copyright © 2023 by Jackie Woodside and Van Buren Publishing. All Rights Reserved.

Version 1.0 (First Edition)

Design: Van Buren Publishing  
Cover: Van Buren Publishing

1171 S. Robertson #124  
Los Angeles, CA 90035  
[www.VanBurenPublishing.com](http://www.VanBurenPublishing.com)

# Introduction

You likely have been engaged in some form of self-coaching your entire life without ever calling it that. When you were afraid to try out for the school play or the soccer team, when you were afraid to point your skis down the mountain, or the first time you had to take a big test and needed to drum up the courage to give it your best shot. That was all self-coaching.

Self-coaching is a planned, consistent process of enhancing your personal or professional growth and development through planned education, self-inquiry, and accessing your inner wisdom.

Good coaches have two primary goals and functions – powerful listening and asking great questions that allow you to see things from a new, higher perspective. When engaging in "self-coaching" without the presence of a skilled other to guide you through listening and questioning, you need to provide those growth elements yourself.

You need to learn to listen to yourself accurately and neutrally, without judgment or self-recrimination. You need to develop a sophisticated inner dialogue that elevates your growth, sheds light on new perspectives, and moves you to a higher level of living.

# Part One

## Best Practices for Self-Coaching

The wisest of students feel the inner urge to grow and change and begin to put into practice new ways of being for themselves – not for their spouse, or their parents, or their boss, not to save the planet, or bring forth the awakening of others. Self-coaching has to be for you – for your unique, individual expression of who you really are, who you came to this life to be.

Specific steps, strategies, and practices maximize your efficacy and success as you approach any new endeavor. When you have a goal, it is essential to have a map of getting there. Here are some important considerations and best practices as you begin an important, planned, effective, and valuable self-coaching process.



## 1 Create Accountability

Perhaps the most significant challenge people have with self-coaching is the difficulty of being consistent with new habits, practices, and ways of being without external accountability. Given this challenge, it is imperative to focus on creating your own accountability for the coaching process.

My friend, Tim, decided he wanted to start running. A bit overweight and very out of shape, Tim knew that if he bought new running shoes and said he was now a runner, his motivation would probably wane after the first painful mile. So instead of just hoping he would stick with it, he made appointments in his calendar to go running in increasing increments.

He told his wife, office mates, and a few close friends that he would start running. After they got over their initial laughter and realized he was serious, they watched with curious fascination to see if Tim could stick to his guns.

Tim knew that he needed accountability to stick with a new habit that would not come easily.

So he took action to create accountability. Having a set appointment time to engage in his daily running and telling other people of his plans were two ways he created accountability. This

helped ground his new commitment to something bigger and more profound than a wish to change.

Your self-coaching time is too important to just "fit it in" when you can. Instead, make a weekly appointment with yourself (more often if you can) to do the focused, planned, and dedicated self-coaching work you are committed to doing.

# How Long Are You In For?

Recognize and honor that your desire for self-coaching and personal growth is vitally important. Your desire for change is not neutral. Desire is imbued with the power of creation. Passion creates a vibration that emanates into the world and helps bring momentum, circumstances, and resources to help attain your goal.

Commit to your passion and desire. It is an important seed that will bear fruit if you give it time. Nothing important occurs overnight. There are no "overnight successes." Growth and change take time so deciding that you will give it the time it takes is an essential first step.

Determine a specific duration timeframe for the duration of your self-coaching and evaluate your progress. It is common and totally understandable to get overwhelmed trying to change too much too fast.

When starting out with self-coaching, it is best to establish a timeframe to assess your progress. During this pre-planned evaluation, you can make changes or decide the initiative is not working and develop a new approach. However, it is crucial to stick with it for a pre-determined time to gain sufficient momentum to evaluate your progress.

Starting small, measuring progress, and sticking to a pre-determined timeframe for your self-coaching program help ensure your success. Additionally, it is enormously helpful to remind yourself that you're just going to keep your commitment to self-coaching "just for today."

Borrowing from the wisdom of the 12-step recovery movement, remind yourself that just for today, I am going to meditate, or just for today, I will eat healthy and balanced.

Just for today. Every day. Evaluate. Adjust. Commit again. Continue. That is a beautiful formula for creating lasting change.

# Stay Flexible and Adapt

Adjust your self-coaching methods as you go. There are so many coaching methods and approaches today. You are engaged in a self-directed and designed coaching process. Still, even with your own design, there will likely be a need to alter how you are seeking to create sustained change.

There is a good chance you will need to try different coaching methods. Some will be very helpful and effective, and others will not fit your needs, interests, and preferences. That's totally fine.

If one way doesn't work well, that doesn't mean you need to ditch the process altogether. Instead, use different methods, try new ideas, but stick with the plan long enough to give yourself time to adapt to get comfortable with it.

One of the central components of the coaching process is the coach-coachee relationship. In the self-coaching process, that relationship still exists, but the nature of the relationship is entirely different. Obviously, in self-coaching, the "relationship" exists within you. It is a relationship between the wise, strong, inquisitive, goal-oriented "you" that wants to emerge and the comfortable, familiar, complacent "you" that is the way you have been.

Engaging, honoring, and allowing each of these "you's" to express is vital to know how to adapt your coaching approaches as you move through the process. It is perfectly fine to let your familiar "you" have a day of ranting about not wanting to change and insisting it is too hard. Allow that voice to emerge and express. Listen to (or better yet, journal) its voice until that part of you feels fully expressed.

Then use your wiser "you" to comfort, confront, remind, and redirect your complacent "you." This may sound a little complicated, but once you give it a try, you'll see how simple it can be. Stay flexible and adapt because there are a lot of opinions and resistance inside you that needs to be honored while still redirected and overcome.

# 4 Change It Up

Engage in various activities. No one wants to be bored. Boredom leads to disengagement, whether in education, relationships, entertainment, or coaching. If you get bored with your self-coaching process, you will likely disengage.

While it is good to gain momentum with a particular coaching method over time, you also want to challenge yourself. Therefore, you can remain stimulated and challenged by changing your self-coaching approach from time to time.

For example, if you are a natural writer and gravitate toward journaling, spend a month reading about growth topics that interest and challenge you instead of writing. As you read about these topics, learn to apply the knowledge to your life. Then, if you enjoy reading, go a step further and summarize each chapter in your own words and use the information in specific areas of your life.

Each week try something new to add to your usual self-coaching routine. For example, if your self-coaching involves watching an e-course, do that, and then write a summary of the section in your journal. The following week, talk about the e-course with a friend. Tell them what you are learning and how you are growing due to it. If you start an exercise routine as part of self-coaching, mix up your fitness goals each week. For example, add yoga or strength training, or get a massage.

The essential element here is to decide how you will add some spice to your self-coaching process. Planning your self-coaching activities in advance is critical because if you try to come up with variety in the spur of the moment, you will stick with the same old, tired routine. So instead, plan your self-coaching sessions a week in advance, or plan out the month, so you only have to do it once each month.

# Share Your Experience

Tell a trusted friend, mentor, or spouse what you are learning about yourself during self-coaching. While self-coaching is a personal process, keeping it entirely to yourself won't serve your highest aims.

We are social and relational beings by nature. Therefore, engaging in helpful, supportive relationships to inspire continued action will make your self-coaching process much more enjoyable and effective.

Coaching is about personal growth, not just behavior change. Yes, there may be behaviors you want to eliminate or others that you want to instill as part of your life. But suppose you change behaviors without changing your inner world of thought, perception, and beliefs. In that case, there is an excellent chance the outward change (behavior) won't stick.

People grow in relationships with others. That is one of the things that makes the coaching relationship so rich and impactful. As I mentioned earlier, you will be filling the role of the impactful coach by tapping into your higher wisdom during the coaching process. Sharing your insights, questions, and what you are learning with those you love is a way to deepen and integrate the changes into your core personality.

Use online communities as well. Finding support from others engaged in the same type of growth process as you will prove incredibly helpful and supportive. I host two online Facebook groups just for that purpose.

The Vibe Tribe is a group of high-energy, growth-oriented people from across the globe. People post wins, struggles, questions, and inspiration and find support there. ([www.Facebook.com/groups/VibeTribers](http://www.Facebook.com/groups/VibeTribers)).

My second Facebook community is more focused on one specific growth area, Money Mindset! (<https://www.facebook.com/groups/moneyvibemastery>). In this group, people learn from my educational posts, ask questions, and support one another in the mastery of their money mindset.

There are endless ways to share your experience of personal growth. Self-coaching will be much more effective when you realize that people grow and change in relationships more than in isolation. Reach out. Share. Get support. Let other people know that you are committed to this process.

# Part Two

## Self-Coaching Methods

Now that you understand the best way to structure and plan your self-coaching process, it's time to consider what you will actually do!

I still remember the first time I engaged in self-coaching. I was enthusiastic, committed, and perhaps a tad over-zealous. Nevertheless, I had high hopes for how quickly I would transform some long-standing behavioral and thought patterns that were getting in my way.

I didn't realize that sustained, meaningful change requires a depth of reflection that is uncommon in today's run-about, always-chaotic world. Not to mention the level of self-deception you likely have in place. That is not a piece of criticism. It is simply a psychological function of the human ego to defend and protect against feeling unworthy or unimportant.

Breaking through those cognitive distortions and habitual mental models is a formidable task. You think you know yourself, but you are often run by a myriad of unconscious beliefs and programming that leads to a bundle of reactivity in how you meet life.

In this section, you will learn several approaches to enhance your growth, change habits, and instill greater confidence as you engage in your self-coaching program.



# 1 Life-Long Learning Through Self-Education

Education and life-long learning are central means of engaging in self-coaching. Self-education means engaging with new concepts and information that stimulate, empower, and challenge you to acquire new skills and knowledge.

Life-long learning assists you with developing greater confidence, clarity, and skills in areas that are important to you.

In contemporary culture, life-long learning is essential to stay current with our rapidly evolving world. It helps to keep your mind young, sharp, and engaged in what is happening in our world.

Self-education and life-long learning can take many different forms and not be traditional classroom learning. Self-education is an essential element of self-coaching and is something to value and prioritize throughout your life.

Self-education through life-long learning enhances goal achievement in emotional regulation, wellbeing, lifestyle changes, relationships, and communication skills.

**How to engage in self-coaching through education:** Choose a topic area where you want to grow or develop new skills. Common self-coaching topics are:

- Communication skills
- Goal setting
- Creating a vision
- Increasing happiness, meaning, purpose
- Spiritual growth,
- Healthy living
- Career advancement

Once you have decided on your topic, the next step is to find a program, book, or online educational program that interests you.

Many online learning warehouses host numerous programs. You might want to check out Udemy, Thinkific, LearnDesk, or MindValley as examples.

As you design your self-education program, be sure to include concepts from neuroscience, such as brain-based experiential learning. In addition, include actively practicing your new knowledge in your daily life. You can also engage your brain's reward center by adding frequent specific rewards throughout the learning cycle to spark continued motivation.

For example, if you are learning about goal setting and achievement, don't wait until you create and achieve the goal to reward yourself. Instead, add a reward to your self-directed learning after determining and setting up your first goal. Then again, add simple rewards after accomplishing each milestone on the way to the larger goal.

**Examples of rewards:**

1. Give yourself a half-hour or an hour to enjoy media.
2. Take a hot bath.
3. Calling a friend to chat.
4. Enjoy a nature walk.
5. Go to your favorite coffee shop.
6. Take a short nap.
7. Buying yourself a small gift like a book or latte.
8. Massage your forearms and hands.
9. Soak your feet in warm water and Epsom salts.
10. Cook a favorite meal.

If you choose to use reading instead of online programs, here are some ways to enhance your learning and integrate the knowledge into your way of life.

- a. Choose a self-help book in an area you want to develop.
- b. As you read the book, don't just read for pleasure as you would a novel. Instead, take detailed notes on each section of the book.
- c. After you complete a chapter, write your own chapter summary.
- d. Similarly, after the end of the book, write a book summary and include your key learning, as well as the specific changes you have implemented in your life.
- e. Share your book summary with others. Teach a friend or colleague what you learned, or even form a book study group that you lead to integrate what you are learning more deeply.
- f. In your chapter and book summaries, list specific examples of how the strategies and knowledge in the book impacted your progress.



## Journaling

Contemporary research shows that journaling provides numerous benefits for health, wellbeing, emotional regulation, motivation, clarity, and self-awareness.

Writing about a troubling topic helps you identify thoughts and beliefs that cause stress and may be distorted from the facts of the situation. Writing about a problem can help you feel calmer, and therefore you can become more creative in your problem-solving.

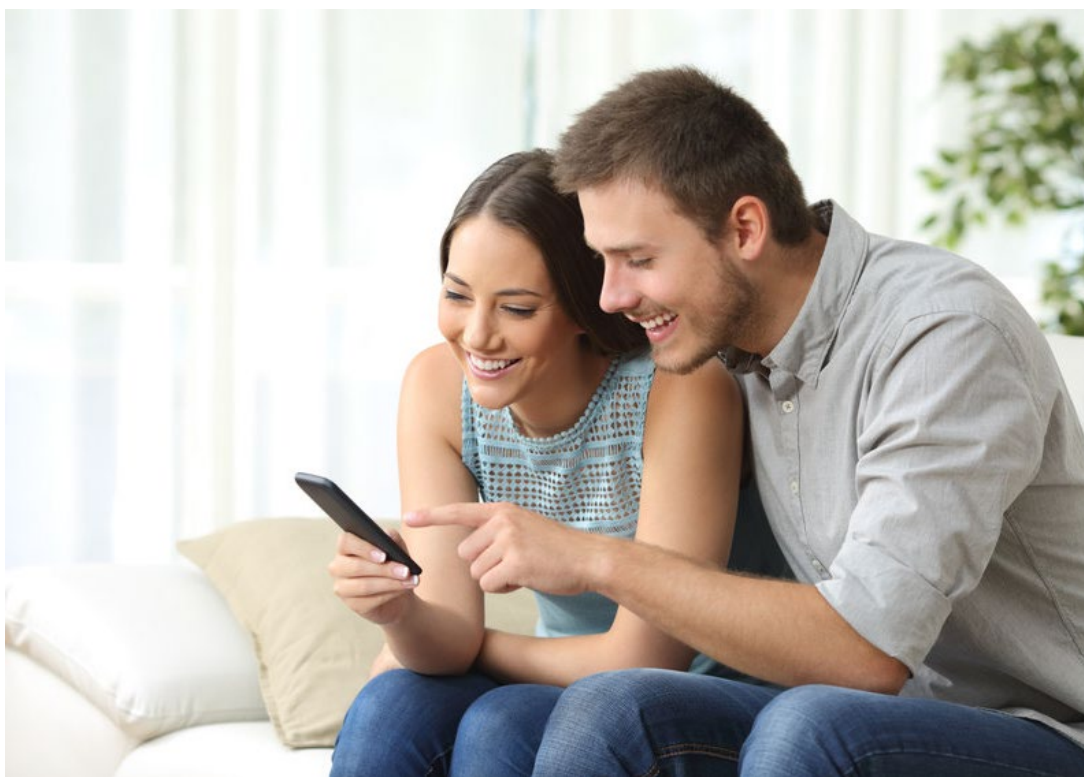
Journaling enhances self-awareness, which helps you think more clearly, which leads to more effective communication with others. This can be an essential benefit in marriages and partnerships, where simple misunderstandings often lead to more significant problems.

In case you have never engaged in journaling and aren't sure where to begin, here are some simple tips on how to use this tool more effectively:

- a. Clear your mind by writing about challenging issues from multiple perspectives. For example, if you are struggling with procrastination, journal about your feelings when you think about acting on a challenging task. Then write about how you feel when you don't accomplish what you want. Lastly, spend some time comparing the two experiences in writing. For example, does it feel better to continue avoiding the task, or would it feel

better to move into the feeling of accomplishing what you want to do? Journaling in this way helps you get more explicit in your emotions and thinking, then enables you to take different, more effective actions.

- b. If you are having challenges with your spouse, a friend, or a coworker, write about the issue from your perspective and then from their perspective. See how you can create understanding and empathy for the other person by seeing the problem from their point of view. Write as the neutral observer of the conflict rather than from your first-person perspective. This type of journaling often helps you gain emotional distance from the problem area, think more clearly, and respond more rationally.
  
- c. Write a daily list of things you are grateful for. Research into this practice shows incredible benefits of keeping a gratitude list, even as small as writing down three things per day that you feel thankful to have experienced. Studies show that a daily gratitude practice improves sleep, decreases chronic pain, enhances mood, enhances empathy, reduces aggression, and improves self-esteem. These are some impressive gains with a small task!



## Learn to Observe and Tame Your Inner Critic

Self-coaching requires significant introspection. What most people find when they turn their attention toward their inner world is a maelstrom of negative chatter that sometimes floods the inner landscape.

An important aspect of self-coaching is learning to tame the inner gremlins of your own mind. Learning to use your mind as a protagonist rather than antagonist is a worthy task of self-coaching. Not managing your inner world of thought and emotion can lead to loss of emotional control, explosive episodes, poor job performance, making poor decisions or no decisions at all, or failing to stretch and grow by taking on new challenges.

You can create chronic stress reactions to the events in your daily life just by thinking! The famous line from Hamlet nailed it: Nothing is either good or bad, it is our thinking that makes it so!

Your mind is always talking to you, and learning to guide, direct, and use your mental chatter to your benefit is an essential skill of self-coaching. Here are three simple ways to begin:

- a. **Be the coach:** With your inner voice, talk to yourself (internally) as if you are the coach. Use empowering words to lift you up and encourage, rather than criticize and belittle yourself. Imagine giving yourself an imaginary pat on the shoulder or a high five. Visualize yourself feeling empowered to try again after a failed attempt at something new and being encouraged by your inner coach.
- b. **Use distanced self-talk:** Use your name as you address yourself internally (yes, this will feel strange at first!). Research shows that when you use your name as part of your self-talk you feel greater distance from your emotions. This technique of “distanced self-talk” has been proven to reduce stress, improve performance, and even correlates with lower incidence of depression.

For example, instead of thoughts like, “You’re such a loser! Why did you blow up at the kids?” try, “Jackie is feeling down because she blew up at the kids. She can apologize and do better next time!”

Yes, it feels quirky at first, but the research is undeniable that it makes a profound difference in regulating emotion and enhancing performance.

- c. **Take a bird’s eye view:** Negative self-talk happens when we are immersed in negative, disempowering thoughts and feelings about a situation. When we ruminate, we are “zoomed in” to the situation and have no emotional distance from what we are thinking and feeling. We are in it one hundred percent!

Rather than immersing into the difficult state, “zoom out” to the bird’s eye view. Watch the scene as if from 10,000 feet above. Narrate what you see in your mind’s eye by using second or third-person language, rather than “I” statements.

In essence, you can use your mind to change your thoughts. By “mind” I am referring to your seat of higher wisdom and inner strength. This won’t necessarily solve the situation at hand, but it will give you some emotional distance and a greater perspective from which to solve the problem. It will enhance your ability to bring wisdom rather than just react from a place of pure uncensored, unbridled emotion.



## Ask Probing Questions

One of the essential elements of good coaching is being asked good questions. Coaches probe, and for you to engage in self-coaching, it is imperative that you learn to ask yourself better, more profound, more expansive questions.

When it comes to self-coaching questions, be sure to focus on what will generate solutions rather than simply regurgitating the problem. Being solutions-focused will hasten your path to success.

Below is a list of 75 compelling, potent self-coaching questions broken into five categories to draw from as you engage in a self-coaching process.

### **General Questions:**

1. How did I do this week?
2. How will I know when...?
3. What three positive things did I do this week?
4. What are three new things I did, though, or felt this week?
5. What's possible?

6. How is that working for me?
7. What does that mean to me? And what does that mean? And what does that mean?
8. What is that experience like for me?
9. What impact is that having on me?
10. How do I feel when I imagine this issue resolved?
11. What beliefs do you hold about "X" that shape your perspective?
12. What's missing, the presence of which would make a difference?
13. What could I do differently?
14. What impact is that having?
15. What might be holding me back?

**Goals:**

1. What needs to be my primary focus this week/month?
2. What's the most important lesson I have learned while pursuing this goal so far?
3. What am I working on now?
4. What challenges am I struggling with at the moment?
5. How can I create more clarity with my goals?
6. What can I do to move this issue forward?
7. How can I measure that goal?
8. How can I break down that goal into bite-sized pieces?
9. What do I want to be doing in three to five years?
10. How am I going to fulfill that?
11. What's my ideal future?
12. Where is my life out of balance?
13. What new skill do I want to learn or develop?
14. What's the main reason I have given for not achieving my goals?
15. What aspects of my life will be impacted by reaching my goal?

**Reality:**

1. What's working well for me?
2. What would I be if I weren't...?
3. What isn't working well at the moment?
4. Is this issue showing up elsewhere in my life?
5. What impact is that having on me?
6. What's it like when I am doing that/having that experience?
7. What have I done so far to improve this issue?
8. What is the biggest obstacle that I am facing?
9. How do I want to feel about this situation?
10. What am I worried about?
11. How can I find more time to...?
12. What am I passionate about?
13. What am I willing to sacrifice to see my goal become a reality?
14. Where am I sabotaging myself?
15. What legacy do I want to leave?

**Options:**

1. What do I think I should do first to impact this situation?
2. What would be the most helpful thing I could do now?
3. How could I perceive that issue differently?
4. Who else in your life can support you?
5. What memories do I want to create?
6. If money wasn't a factor, what would I do?
7. If time wasn't a factor, what would I do?
8. What do I sense my higher wisdom is telling me to do?
9. If I were guaranteed to succeed, what would I do?
10. What's the best use of my time now?
11. If I could only do one thing this week, what would it be?
12. What can I do better than anyone else in my organization/on my team?
13. If I saw someone else in this situation, what would I suggest they do?
14. If I had 50% more confidence, what would I do differently?
15. If you weren't holding anything back, what would you do differently?

**Progress:**

1. What am I going to do in the next 24 hours?
2. What achievement do I feel most proud of this (week/month/year/lifetime)?
3. How committed am I to reaching this goal?
4. On a scale of 1 to 10, how motivated am I to achieve this goal?
5. What will it take to turn that 6 into a 9?
6. Who do I need to speak to about this goal?
7. What accountability will support me in making progress?
8. What will it feel like when I have accomplished my goal?
9. Who will I tell when I have accomplished each step of this process?
10. How do I feel about the progress I made?
11. What are the next steps to help me progress further?
12. How am I going to celebrate reaching my goal?
13. Whatever my first step is, can I think of anything that might stop me from doing it?
14. How could I deal with or remove that barrier?
15. Is there anything else that I need to consider before starting?

# Part Three

## Concluding Thoughts & Inspiration

Self-coaching is a potent growth and development tool enabling you to enhance self-awareness and deepen your understanding of your thoughts, fears, motivations, blocks, hopes, and dreams. When taken on as a consistent practice, self-coaching leads to positive behavior, integrity, achievement of goals, greater self-esteem, compassion, and enhanced emotional maturity. These life skills are vital for enjoying a meaningful, engaged, and fulfilling life.

With the tools and techniques outlined above, you can practice self-coaching to create greater success, productivity, and peace of mind. The key is consistent practice over time. Make self-coaching part of your lifestyle, just as you would going to the gym, taking a class, or learning a new skill.

Your life matters. Human beings evolving to their highest potential is essential. Enjoy the process, and you make a more outstanding contribution to our world.



### 59 Life Hacks for an Amazing Life!

Small, simple changes add up. That's what a "life hack" is – a small, simple change that has a dramatic impact on the quality of your life. It's not that hard to create massive improvement and have your life look and feel exactly the way you want. It's a matter of doing things that make you feel good and avoiding things that don't!

Download this free e-book to use as a guide to your self-coaching program.

<https://jackiewoodside.com/life-hacks/>



### The 30-Day Money Vibe Challenge

The 30-Day Challenge is a series of Intentions, Actions, and Affirmations that you will do for 30 days. Before you begin the 30-Day Challenge, set an intention how much unexpected income you intend to bring into your life. Then simply follow along with the instructions on the daily emails and watch as unexpected income flows into your life!

[www.MoneyVibeMethod.com/30-Day-Challenge](http://www.MoneyVibeMethod.com/30-Day-Challenge)

## About the Author

Jackie Woodside is a USA TODAY and four-time Amazon bestselling author, TEDx speaker, international trainer, and professional coach. She is the founder of the Curriculum for Conscious Living and the Money Vibe Method and trains coaches worldwide to deliver this life-changing work.

Her books are:

- ***Younger Self Letters: How Successful Leaders and Entrepreneurs Turned Trials into Triumph***
- ***Money Vibe: Your Financial Freedom Formula Whether You Have Money or Not***
- ***Calming the Chaos: Managing Your Energy Rather than Your Time***
- ***Time for a Change: Essential Skills for Managing the Inevitable***

Inc. Magazine selected "Calming the Chaos" as one of its top ten motivational books.

Jackie has been featured on television shows with Jack Canfield and Don Miguel Ruiz and educational summits with Marianne Williamson, Michael Beckwith, and Daniel Siegel. Her expertise is widely sought after as a teacher and speaker.

Jackie plays racquetball and basketball, enjoys kayaking, jet skiing, and boating, and most of all, she enjoys life with her beloved family.



## A message from the author:

Dear Reader,

If you want to go deeper and book a consultation session, please email me at [Jackie@JackieWoodside.com](mailto:Jackie@JackieWoodside.com). I look forward to connecting with you!

Would you like to improve your relationship with money and feel more confident in creating flow in all areas of your life? If so, I invite you to check out my free online mini-course, [The 5E Formula for Financial Freedom](#).

If you are determined to create a positive change in any area of your life through consciousness-based approaches from the intersection of science and spirituality, please get in touch with me. In my 30 years of experience as a psychotherapist and coach, I have helped thousands of clients overcome life issues and develop happiness, peace, fulfillment, and success.

Sincerely,  
Jackie