Your Single Session Coaching Offer

Single sessions are a fantastic addition to your coaching offers! Clients love them because they are more affordable and accessible, and require less of a time commitment.

For us coaches, there is a huge amount of satisfaction to gain from a deep dive with a new client, or a refresher session with a past client.

TOP TIPS FOR A POWERFUL SINGLE SESSION COACHING OFFER

- Single sessions are a fantastic opportunity to explore ONE issue.
- You may only have an hour with someone - so take the pressure off yourself and your client by going deep on one issue.
- Get specific – invite the client to explore a belief, a pattern, a behaviour, a decision - rather than an area of life eg: 'career' or 'marriage'.
- Think about your flavour of coaching work - offer your clients ideas and suggestions for what they could use the time for.
- Set clear expectations about this in your marketing, in any pre-session discussions and when you are beginning the session.

THE PITFALLS OF A SINGLE SESSION

Cramming too much into a single session. This creates pressure and urgency. Give yourself and your client space and time. One issue = one solution.

Being attached to resolving everything the client brings! Stay focussed, interrupt, keep the client's Protector on the task.

Believing a single session is not long enough. Single session therapy was first used by Freud and the benefits are well established (see further reading). Mainly the research suggests that solving one problem leads to improvement in other areas of the clients life.

STRUCTURING YOUR SESSION

Here are FIVE ideas for structuring your session:

1. Make key decisions about what works for you:
Consider how much time you'll need for the actual session – what feels energising for you? Typically, single sessions are 60-120 minutes with a 30 minute follow up. This means the client has some supportive accountability.

2. Decide on the admin.
What will you name your session?
What will you charge?
How many sessions will you offer per month?
(I call these Velocity Sessions which you are so welcome to use if that feels good to you! I charged between £300-500).

3. Automate the pre-session process.

Clients are unlikely to meet with you before a single session, so make the process easy for them to arrange. Using a system like Satori or Aquity means your client can book a session in your calendar at a time to suit, pay you in advance all within a few moments.

4. Prepare with a short questionnaire.

This helps your client start thinking in more detail about their session topic. And it's helpful for you as the coach to have some details so you can prepare in advance. A suggested list of questions:

1. Tell me about the issue you'd like to use our time to work through.
2. What would a successful session look and feel like to you?
3. What have you tried yourself (include things that haven't worked, or might have worked even temporarily)?
4. Who do you consider to be a role model or a source of inspiration?
5. What three emotions do you feel most often these days?
6. How do you prefer to learn?
7. What are the things already in your life that might hold some clues to helping you finding a solution?
8. In your life right now, what has heart and meaning for you?
9. What is your proudest accomplishment? Why was this important to you?
10. Is there anything else you want me to know?

5. Decide on the support you will offer between the Single Session and the follow-up.

Will you be available on email? Do you prefer a voice messaging service like WhatsApp or Voxer? Do you like to make suggestions for 'homework'? How will you put accountability in place?

TIPS FOR COACHING SINGLE SESSIONS

SBCA tools and approaches are ideal for a single session! It might be helpful to think of the session in three parts:

Understanding the Self-doubt story.

- Use the questionnaire for insight. Ask questions about what the client is thinking, believing, doing or saying.
- We want to answer the question: what is the protective belief the client is currently living as if it were true? Remember this needs to be quite specific!
- Notice if you see all or nothing/binary thinking, emotional reasoning 'I feel this so it must be true', or globalising 'everyone, always, no one, never' etc.
- You know you have this when you have articulated the problem!
- Tools: clients biography, Uncovering Protective Beliefs, (Protective) Belief Buster.

Thickening the Self-doubt story.

- In the second part of the session we want to start to add in complexity, nuance and specificity! This is how we thicken the story.
- Invite the client to explore ***what else could be true!***
- Tools: Belief Buster (Helpful Belief), Meaning Making Map.

Experimenting with Self-belief.

- Before you complete the session, agree some homework with the client.
- Remember: new actions and behaviours = new outcomes! So come up with some experiments for them to play with.

- These will either be about testing the validity of Protective Beliefs or creating evidence for new Helpful Beliefs.
- I highly recommend looking at what is coming up for them over the next month and finding ways to experiment.
- Help them put together a plan with some location or person specific experiments (eg: at Marsha's birthday I will test the validity of the belief that I cannot be myself around my family, and I will say three things at the event that are from 'the real me' so I can gather evidence about how this feels to say). I will choose outfits the night before that feel like 'the real me'.
- Come up with other experiments that are more spontaneous. Eg: I will invite 'the real me' to show up at work when I want to share my ideas.
- Let these experiments be creative and playful and fun – there are no rules!
- Agree how you will stay in touch before the follow-up session 4-6 weeks later. If I haven't heard from a client in three days, I'll usually check in.

The follow-up Session:

- This is an opportunity to check-in with the client – let them tell you about what has happened, what they are learning, what beliefs are changing for them.
- Invite them to coach with you longer-term!

TIPS FOR MARKETING AND SELLING SINGLE SESSIONS

Create a stand-alone sales page that shows how a single session is coherent with your flavour of coaching and why your client would choose a single session over longer-term coaching.

This is typically because they have one long-standing belief, behaviour, decision etc that feels like the Biggest Thing right now. They won't just unblock the issue, they will learn how to do this for any other issue they have!

Consider the half a dozen issues a single session client is likely to bring, write about these challenges and share widely with links to book a single session with you!

For example: a coach who supports people to have healthy boundaries might write about: How to say no when you don't want to do something (but feel like you have to). What's at risk if you stopped being so busy? Why are boundaries so hard to honour? How to create space for you within your crazy life.

Remember - very few people make lasting changes after reading something - most of us need tailored support and new perspectives!

Further Reading

Dryden, W. (2018), *Single-Session Therapy (SST) 100 Key Points and Techniques.* Routledge, London.

Talmon, M., (1990), *Single- Session Therapy: Mazimizing the Effect of the First (and Often Only) Therapeutic Encounter.* Jossey-Bass, San Francisco.

Young, J., Ryecroft, P., 'Single Session Therapy: Capturing the Moment' *Psychotherapy in Australia*, Vol. 4 No. 1 November 1997.