

“Life Coach Helping Dreams Come True”
By Maggie Downs, The Desert Sun, January 11, 2007



2006 is done. The old calendar has been thrown away. The ledger is closed.

It's time for a fresh start.

But how?

That's where a life coach comes in, by helping you achieve balance emotionally, mentally and physically.

Here's an example of how one life coach in Palm Springs works and what he can do for you.

Meet Trent

Trent Blanchard had the perfect life. He was living in New York City, was making a six-figure salary at a fabulous job, was working out all the time and looked great.

But things aren't always what they appear.

“I was so busy looking outside, I wasn't looking within,” he said. “Once I started questioning things, I knew life didn't have to be the painful world in which I was living.”

Blanchard, 36, made some significant changes: He left his job, sought help from a spiritual therapist and moved across the country. He is now a life coach in Palm Springs.

If you're wondering what the heck a life coach is anyway, you're not alone. It's still a relatively new field.

In fact, when Blanchard began seeing clients about four years ago, he called himself a “life consultant” - life coaching as a profession didn't really exist yet.

Blanchard describes what he does like this: “I help people define purpose in their life, remove obstacles, embrace divinity and claim joy.”

To be clear, a life coach does not take the place of a licensed therapist.

A life coach is more of a personal motivator who helps you reach your desired goals.

Some coaches interact one-on-one with clients; others meet by phone.

How do you know if your coach is reputable?

That's a tough question to answer. There is a coaching certification, but it is not yet recognized by the state. Also, there are many different approaches to the training.

"There are a lot of people out there who can't be trusted," Blanchard admitted. "I think it's good that people are skeptical of life coaches. They should ask questions and ask for testimonials and find someone they feel compatible with."

Blanchard brings to the table a master's degree in spiritual psychology. He is also an ordained interfaith minister and a certified substance abuse counselor.

He also draws upon his own life experiences to help his clients.

"That's why I can talk to my clients with such conviction," he said. "Because if I can do it, anyone can do it."

"When you've been through hell, you really appreciate not being there."

On the air

Françoise Rhodes had never even heard of the term "life coach" until she met Blanchard. "But I thought it was such a nice way of putting it. Not doctor or psychologist or psychiatrist," she said. "Life coach' is so positive."

Rhodes is now Blanchard's co-host on the "Ask the Life Coach" radio show. It is a free source to help people who are looking for direction.

"I wouldn't say Trent has changed my life - but he has changed my way of thinking about everything in life," Rhodes said. "He has really opened my eyes."

Worked for her

Kandy Lee, 60, of Palm Springs was floundering around, feeling unhappy with her life. Her 30-minute consultation was so effective, she immediately signed on for 12 weeks of life coaching sessions.

"I look forward to seeing him so much," she said. "It's the safest place for me to go."

Lee, a flight attendant with American Airlines, initially spoke with Blanchard about leaving her job and seeking a new direction.

Instead, she has found a different position with the same company.

"It turns out that what I needed was to do something different and have some new challenges," she said. "Trent helped me feel more confident to make that decision."

Lee said the life coaching has changed her life.

"Not only have I seen positive changes, everyone around me has seen changes," she said. "I'm calmer. I've slowed down. I have peace in my life."

Her friends are now life coaching clients also.

“It has this calming effect on your life, and gives you focus and clarity,” Lee said. “Who couldn’t benefit from that?”