

RadioActive: Ask The Life Coach with Trent And Francoise offers locals a forum to air their issues

By Kimberly Nichols, *The Bottomline Magazine*, December 8-21, 2006

For the past two years saucy and wise talk show host Francoise Rhodes has been instructing viewers on how to “Get A Life.” Her live radio show Sundays at 11 am on Newstalk 920am KPSI has been entertaining an audience of easy going yet educated valley residents by informing them about activities going on, fashion, trivia and the casual, basic elements of life. As a kind of airwave angel, she has provided a cheap means for organizations and individuals unable to afford mainstream advertising by touting their events and causes and spreading the word to a hungry community by frequently holding grand giveaways on her show. In 2006 she added one more community benefit to her repertoire when she added a second hour to her show called “Ask the Life Coach” featuring favorite valley life coach Trent Blanchard. The show, geared to help us all in the way we live our lives and realize our own inner happiness, has found support in the community through a sponsorship by Pro-Active Green Technology and Land Development. Now, every Sunday at noon callers can speak live to Francoise and Trent in dialogue about everyday problems. In a format similar to the renowned show “Love Line,” but for the soul, the two offer a laid-back atmosphere where callers feel as if they are sitting in a living room with their two best friends.

The BottomLine recently caught up with the pair to discuss their relationship and how it’s affecting the valley listenership.

How did you two meet and decide to team up?

Francoise: About seven months ago the idea came to me that we needed a good self-help program in this valley. I was introduced to Trent at last year’s Steve Chase Gala and immediately liked him.

trent: Her hairdresser, Tary, had heard of the work I do and felt we HAD to meet. I remember seeing these two attractive people walking towards me with intent to talk to me—Francoise was one of them, in a beautiful white dress—she looked like an angel—and she turned out to be one in my career.

Francoise: I was not exactly a believer in the life coaching phenomenon, but my desire for a self-help segment was strong.

trent: Yet, we truly felt it was kismet. I had been carrying around a

folder for many years with my own ideas for a radio show and the first time Francoise and I had coffee, we realized we had the same ideas.

What is the format of “Ask the Life Coach”?

trent: People are encouraged to call into the show and ask questions about issues they are having in their lives. With Francoise help, I do my best to give them advice that might assist them in perceiving the situation in a different way or give them tools and techniques to make changes that would enhance their lives. I am the trained professional and she is the “ordinary woman.”

Francoise: The show is geared towards everyone; I personally am not into breaking down our society into groups of any kind. It has been our goal from day one to keep religion, politics and sexual preferences out of the limelight; the goal is to help everyone with life’s ups and downs.

What are the common issues your listeners share?

Francoise: Low self-esteem, finding happiness, not being gentle with themselves or living in the moment. We are constantly telling people to get out and try new things or that it’s okay to enjoy something alone and to love ourselves.

trent: Projection! More often than not, people call into the show discussing issues they have in relationship with others. Once we do some work, we see the person calling is projecting a lot of their unresolved issues from the past onto their partner. I walk people through this process. Another one is about boundaries and not being co-dependent—not knowing how to draw boundaries in relationship with others and at work.

Has the anonymous radio effect changed the way you relate to people in comparison to your person-to-person life coach practice?

trent: No, it has been an affirmation to me that I don’t need to be face-to-face to have compassion and help.

Calling into the show can be scary for many people so we encourage them to not give their name if they don’t feel comfortable. We just want to help them. The power of this show is that one person’s problem can be MANY people’s problem and if the issue is brought forward on our show, the response I give one caller could help MANY people.

What has been the response to the show?

Francoise: Very interesting. I originally had several people tell me not

to add the second hour with this type of program. Those same people are now telling me that at first they listened to 5 minutes, then 10 minutes, until they are now listening to the entire hour and really, really like the show. I always have people tell me they listen to “Ask the Life Coach” but are still afraid to call in. Trent and I understand this program is basically a learning process for all involved and the comfort level will only grow stronger, allowing people to call in and ask the questions that are making them hurt inside.

Trent, this isn't the first time you've partnered up with a modern day goddess. You frequently facilitate Artists Way classes with fellow Life Coach Leslie Gebhart. Is this an intentional gesture towards bridging the gay and straight communities or is it just what life has handed you?

trent: My mission is to help others live lives of fulfillment, joy and peace, which is why I am so excited and passionate about this radio show. We are here to be of service to our listeners in the Coachella Valley. I naturally gravitate towards smart, intelligent people (as like attracts like) who have similar missions and philosophies on life. Leslie and Françoise are examples of that. Life's problems happen to us all regardless of our gender, sexual orientation or social standings. Issues don't discriminate, so why should we?

Françoise, how has your relationship with Trent changed your own perspective about life coaching?

Françoise: Trent has taught me to consider life in a completely different way and brought forth issues I had buried so deep inside of me. I was at a loss over why I let certain things affect my life so much. I am now totally convinced that everyone needs a little help in life, and on all levels. For some it may be months of sessions and for others it may be an hour at the local coffee shop. I am truly thrilled to be partnered with Trent Blanchard and am convinced our stars will shine brighter and brighter as the program grows and many lives will be touched by his knowledge.

trent: I am having sooo much fun doing this show. It gives me great fulfillment and joy. I am doing what I love to do, assisting others in removing the self-imposed obstacles that get in the way of having whatever they want through talking. I am deeply thankful for Françoise in assisting me in getting this show on air. She is a very courageous woman as she shares a lot of herself with our listeners, which enables them to relate.