



Excerpt from The New York Times, Sunday, January 9, 2005
“C’mon Get Happy, but the Calm Will Take Some Cash”
by Jennifer Alsever

“And a new breed of specialists has emerged to ease life’s turmoil by offering seminars and one-on-one counseling. A growing number of people now make a living as ‘life coaches,’ ‘health coaches’ or ‘spirituality coaches,’ providing a wide variety of services, like identifying sources of stress or organizing living spaces. Typically, coaches charge \$300 to \$500 a month for three or four 30-minute calls and some shorter emergency phone calls. Ronni Sandroff, a publishing executive, paid about \$3,000 for nine months of coaching to spur her creativity in order to write a novel. The coaching, she said, helped her realize that stress was preventing her from reaching her goals and that most of the stress came from work. ‘My job drained me emotionally,’ said Ms. Sandroff, who lives in Fort Lee, N.J. ‘Once we dealt with the stress, it liberated me to do other things. It was really worth it. It was the most profound change I have had in my life since my daughter was born, and she’s in her 30’s.’”

For complete text of the article go to: <http://www.nytimes.com/2005/01/09/business/yourmoney/09relax.html>