



The "Vetting" Checklist: Discovery Call Questions

Aspire to Be

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Put some description here. Elaborate the overall purpose of this worksheet. What will people achieve by completing the tasks that you have set out for them?

1. Methodology & Philosophy

"How would you describe your coaching style? Are you more of a 'cheerleader' or a 'challenger'?"

◦ Why ask: If you need a kick in the pants and they are overly soft, you won't get your money's worth.

• "What specific frameworks or psychological principles do you use for self-mastery?"

◦ Look for: Mentions of CBT (Cognitive Behavioural Therapy), Systems Thinking, NLP, Mindfulness, Stoicism or Positive Psychology. Vague answers usually mean a vague process.

2. Experience & Evidence

• "Have you worked with clients who have [Your Specific Goal, e.g., burnout/imposter syndrome] before?"

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- Why ask: You aren't a guinea pig. You want someone who has seen your "pattern" before.

"What does a 'successful' outcome look like for your typical client after 3 months?"

- Look for: Tangible shifts (e.g., "reduced reactive behaviour," "clearer decision-making") rather than just "feeling better."

3. Logistics & Accountability

- "What happens between sessions? Do I have access to you via WhatsApp/Email if I hit a wall?"

- Why ask: High-tier coaches often include "laser coaching" (5-minute emergency calls) or messaging support.

- "How do we measure progress? Do you use assessments, journals, or data?"

- Look for: Structure. Self-mastery requires tracking, not just chatting.

4. The "Investment" Conversation

- "If we reach the end of our initial package and I haven't met my primary goal, what is your protocol?"

- Why ask: This tests their integrity and confidence in their own results.

- "Are there any hidden costs, such as personality assessments or workbooks, that aren't in the base price?"

Red Flags to Watch For

If you hear these things during the call, proceed with extreme caution:

- The "Guaranteed" Result: No ethical coach can guarantee a specific internal shift (like "You will be 100% confident in 3 weeks"). You do the work; they provide the map.

- Hard-Sell Tactics: If they pressure you to sign on the call or use "today-only" discounts, they are prioritising their sales targets over your personal growth.

- Avoiding the "How": If they can't explain their process without using buzzwords like "vibration," "energy," or "alignment," they may lack a grounded framework.



Pro-Tip: The "Vibe" Check

At the end of the call, ask yourself: *"Do I feel slightly uncomfortable, but safe?"* Self-mastery requires a coach who will point out your blind spots. If the call was too comfortable, they might not be the person to help you grow.