Life Coach interview questions

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What to expect

Life coach interviews usually blend a conversation about your coaching approach with practical questions about client work, ethics, and running a practice. Employers or practice owners want to see how you build rapport, handle sensitive situations, and manage the business side of coaching.

- **Process:** Questions about how you structure sessions, from first contact through to review and follow-up.
- **Behavioural:** Questions that ask for a real example from your coaching or related work, often using 'tell me about a time'.
- **Scenario:** Questions that put you in a client situation and ask how you would respond, testing judgement and empathy.
- **Technical and tools:** Questions about the software and systems you use to run a coaching practice, such as Zoom, Calendly, and Notion.
- **Ethical and safety:** Questions about confidentiality, boundaries, referral, and knowing when a client needs support beyond coaching.
- **Business development:** Questions about marketing, attracting clients, and sustaining a practice, especially for sole trader or contract roles.

The interview might start with an informal conversation about your coaching philosophy, then move to scenario and behavioural questions. You may be asked to demonstrate a short coaching conversation or explain how you would handle a specific client situation. For sole trader or contract roles, expect questions about marketing, client intake, and record keeping.

1. Walk me through how you run a first coaching session with a new client.

Why they ask

This shows how you build rapport, set expectations, and structure the coaching relationship from the start.

How to structure your answer

Walk the interviewer through the steps in order: what you do before the session, how you open the conversation, how you explore the client's goals, and what you agree on by the end.

> **Example answer**
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> *“Before the session I send a brief intake form and a Calendly link so the client can choose a time. When we meet on Zoom, I start by explaining how I work: that coaching is a structured conversation, that they set the agenda, and that everything is confidential within the limits I outline. I ask what they want to get from coaching and what has brought them here now. I listen for what matters most and we start to shape a goal. By the end of the first session we agree on one or two actions for the next two weeks and book the next session. I also ask how they like to be held accountable, because that shapes how I follow up.”*

2. Tell me about a time you helped a client who was stuck and not making progress.

Why they ask

This tests your ability to adapt your approach, maintain empathy, and keep the client moving without pushing too hard.

How to structure your answer

Use STAR: describe the situation, the task, the action you took, and the result. Keep the focus on what you actually did and what changed for the client.

Example answer

"I had a client who wanted to start a side business but kept postponing the first step. After two sessions of the same conversation, I realised the goal was too big and vague. I asked permission to break it down. We spent a session listing every small task involved and then chose one that would take twenty minutes: writing a list of five people she could talk to about her idea. She did it before the next session and came back with two conversations booked. The result was that she regained momentum and we could plan the next small step."

3. A client comes to you wanting to change careers but has no clear idea of what they want. How would you handle the first few sessions?

Why they ask

This shows your judgement when the goal is unclear and your ability to keep the client safe and focused.

How to structure your answer

Outline your approach step by step, show your judgement calls, and explain how you would keep the client moving without forcing a premature decision.

Example answer

"In the first session I would listen to what is behind the desire to change: what feels stuck, what they enjoy, and what they want more of. I would explain that we can explore before we decide. In the second session I might use a values exercise or ask them to brainstorm possibilities without judging them. I would help them identify two or three areas to research and set small actions like informational interviews or reading one article. By the third session we would review what they learned and start to narrow options. If at any point they showed signs of distress beyond coaching, I would refer them to a counsellor or psychologist."

4. How do you use tools like Zoom, Calendly, and Notion to manage your coaching practice?

Why they ask

This checks that you can run a professional practice and use technology to support clients, not just talk.

How to structure your answer

Name the tools, describe how they connect in your workflow, and give a specific example of a task each one solves.

Example answer

"I use Calendly for client bookings so there is no back and forth about times, and it syncs with my Google Calendar. Zoom is where most sessions happen, and I use its recording feature only with client consent. I use Notion as a shared space for clients: they can see their goals, action steps, and a simple habit tracker between sessions. Google Workspace holds my session notes and client records, kept secure and separate. Together these tools cut admin time and give clients a clear record of their progress."

5. How do you handle confidentiality and boundaries when a client shares something that feels beyond coaching, such as a mental health concern?

Why they ask

This is a core safety question. Employers want to know you understand the limits of coaching and can refer appropriately.

How to structure your answer

Acknowledge the boundary, state your process for referral, and describe how you document and follow up.

Example answer

"At the start of every coaching relationship I explain confidentiality and its limits, including the risk of harm to self or others. If a client discloses something that suggests a mental health concern, I thank them for sharing and explain that coaching is not therapy. I would ask if they have a GP or mental health professional, and if not, I would offer a referral to their GP or a service like Lifeline. I would not continue coaching on that issue until they have appropriate support. I document the conversation and any referral in my notes, and I follow up in the next session to see how they are going. If I am unsure, I take it to coaching supervision."

6. How do you market your coaching services and attract clients?

Why they ask

For many life coach roles, especially sole trader or contract work, you need to bring in clients. This shows you can build a practice.

How to structure your answer

Describe your ideal client, the channels you use, and a simple outcome you track.

Example answer

"I work with people who are navigating a life change, such as a career shift or a new chapter after children. I market through workshops for community groups, a simple website with clear explanations of how coaching works, and a monthly email with a practical tip. I also ask current clients for referrals when it feels natural. I track how people found me and how many enquiries turn into first sessions, not to chase numbers but to see what is working. I keep my LinkedIn profile active and write short posts about goal setting, which has led to a few enquiries."