



Coaching Your Clients to Overcome Resistance (& Reach More Goals!)

BY JOANNA LINDENBAUM

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Learn how to support clients who procrastinate, get stuck, don't follow through on their commitments, (& how to help yourself too!)

Is resistance inevitable? How do we, as transformational practitioners, respond when a client hits resistance and stops moving forward? How do we work with it so it becomes an opportunity for real, lasting change, instead of the place where clients give up?

Working with resistance is one of the key skills I teach inside my Sacred Depths Transformational Practitioner Certification Training. It's also one of the biggest, least talked-about things that separates world-class coaches from everyone else in the industry.

Resistance is the invisible force that keeps clients stuck in lives that are smaller than what they actually want.

It shows up in so many different forms, and most people assume those forms just can't be changed. But almost everything holding your clients back from the life they actually want comes back to resistance, in one form or another.

Knowing how to spot resistance and help your clients move through it is what separates good practitioners from great ones. Without those skills, you're at its mercy. Sessions stall, client work feels frustrating for both of you, and your effectiveness starts to slip.

But when you can help clients move through resistance, something shifts. They get real results. They stay with you longer. And they tell their friends about you. (Plus, you feel more confident in your rates & marketing because you know you can co-create results!).

Coaches who know how to work with resistance, in whatever form it shows up, can turn even the most stubborn blocks into real breakthroughs & forward movement.

This booklet is the first step.



with love,

Joanna Lindenbaum
Founder, Applied Depth Institute

Procrastination...Overwhelm...Stalling... Getting Confused, & more...

It is not a matter of *if* resistance shows up in your coaching sessions and groups, it's a matter of *when*. And left unaddressed, it doesn't just stall one project. Regret, self-judgment, giving up, letting themselves and others down — this is what resistance costs your clients when it runs the show unchecked.

Most practitioners don't know how to handle it, because they don't actually understand it. And when you don't understand it, your client's frustration becomes your frustration. Energy follows energy. Sessions stop flowing. Your confidence takes the hit right alongside theirs

When you don't know how to work with Resistance, it impacts your clients' ability to have a successful and satisfying experience in their work with you.

Signs that resistance is showing up in your client or group work:

Clients not making forward movement

Clients getting angry at you

Clients becoming overly needy

Group participants taking the group hostage

Clients cancelling at last minute

Group participants not understanding exercise instructions

Not showing up on time

Cancelling at the last minute

Not showing up at all

Having a bad attitude

Not doing their homework

Being stuck in confusion

Becoming overly needy

What actually causes Resistance?

Resistance is almost always a symptom of fear that hasn't been made conscious. It's not laziness, and it's not a character flaw — it's protection. It's your client's Ego doing its very smart, very tricky job of keeping them focused on the resistance itself, so they never have to look at what's underneath it.

Fear is a normal, biological part of growth. Which means resistance is normal too. The work isn't to eliminate it — it's to know what to do when it shows up.

This is exactly the terrain I train practitioners to navigate inside Sacred Depths — because you can't help a client move through fear you haven't learned to recognize and work with in yourself.



The Resistance Archetypes

Resistance rarely shows up as itself. It shows up as an energy your client steps into as a protective response to fear. I call these the Resistance Archetypes, and I developed them over many years of watching the same patterns play out, client after client.

These masks are not who your client is at their core. They're not even fully aware they're wearing one. But once you can name the mask, you can work with what's underneath it — instead of getting stuck trying to rationalize with the mask itself.

It is critical to work WITH resistance rather than avoiding it or fighting it.

If you want to disempower resistance, you must learn to meet it, understand it, and work with it – lovingly.



The Judge:

The Judge is always negatively (and somewhat harshly) judging either themselves or other people including you as the coach. Sounds like: "You didn't help me enough." "The plan you suggested wasn't good."

The Joker:

The one who uses jokes as a way to deflect looking at things deeply or to minimize important but potentially painful insights that may emerge.

The Needy One:

Normally a very self-sufficient person but when they go into fear or a really uncomfortable situation happens for them, they will feel like they can't do anything on their own and need a lot of support from you.

The Spiritual One:

From the mouth of the archetype, you might hear things like, "This isn't spiritual enough for me", "Looking at the dark side of things or negative side of things is anti-spiritual...not love and light"; "I just like to keep things positive."

The Victim:

The Victim has trouble moving forward because they feel they have no control of their situation - there is something out of their control holding them back. The Victim feels powerless to the circumstances in their life. There is always an excuse for not taking responsibility for themselves or their actions.

The Confused One/The Flake:

They may show up as being confused, lost, or ignorant of the process. Usually someone who is normally really smart but not getting it or showing up as ditzy or disorganized.

The Know It All/The Teacher:

The one who either seems to say that they already "know it" whenever something important comes through in the work together, or the one who, in a group, tries to "Teach" others instead of being there to receive for themselves.

Before the Somatic Work: Managing Your Energetics & Naming It Well

Once you can recognize an archetype, the best work you'll do with it is the somatic work to soften it, and then the work with the fear or shadow underneath.

But you can't jump straight into the somatic, fear, and shadow work with a client unless they've given you the greenlight first.

Here's what actually comes first, and determines whether a session moves forward or backward from there:

Notice & work with your own energetics and archetype first. When a client presents with resistance, it's too easy for a practitioner to go into their own fears, shadows and resistance, because we feel challenged, attacked, or helpless. If you meet a client's Victim with your own Judge, they won't feel met, they'll feel further cornered, and the session goes nowhere good. Before you can work with what's in front of you, you have to know what's showing up in you.

Timing changes everything. Name an archetype the moment you spot it, and most clients feel exposed rather than seen, which sends them deeper into the very pattern you're trying to help them out of. There's a window for naming it, and it's rarely the first moment you notice it. Use your listening skills to determine the right moment.

The words matter more than the insight. Two practitioners can notice the exact same archetype in the exact same client and get completely different results. One knows how to reflect it back in language the client can actually receive. The other doesn't. Get it wrong, and your client retreats deeper into that same archetype, or slips into another one entirely. This is one of the most underrated skills in this work, and one of the hardest to teach yourself.

Get all three right, and a client starts to feel truly seen instead of exposed. Get any one of them wrong, and no amount of the deeper work underneath is going to land, because they're not actually available for it yet.

Journaling #1: Which Archetype shows up most often in your client work? What does it typically cost you — in the session, and afterward?

Journaling #2: Think of a client relationship that ended, stalled, or didn't renew. Looking back, was a Resistance Archetype at play — theirs, or your own?

Journaling #3: If you could navigate this Archetype with total confidence and groundedness, what would change — for your client, and for your business?

This Is Just the Beginning of the Work...

You now have the first layer: how to recognize the archetypes - in your clients & in yourself.

Next step: manage your own energetics, and skillfully co-create awareness on the resistance so your client actually feels met instead of exposed. That's a real skill, and it's a rare one.

Once a client has given you that greenlight, the next layer is where the real transformation happens: the somatic work that softens the archetype, and then the follow-through work that actually creates lasting change — work like **Befriend Your Fear, Rewiring Unhelpful Beliefs, dismantling the Myth of Perfection, and helping a client fully off the Wheel of Sabotage**. This is where resistance stops being something you manage every session, and starts being something that rarely shows up at all.

Inside Sacred Depths, I teach the full arc: the somatics, the sequencing, and each of these deeper techniques, so you're never stuck wondering what comes next once resistance has softened. Your ability to stay steady, and to know exactly where to go next, is often what determines whether your client can find their way through, for good.

This sequencing — energetics and naming first, then the somatic work, then the deeper follow-through — is one of the biggest things that separates practitioners who create lasting change from those whose clients feel better for a week and land right back where they started.

As always, I cannot wait for you to keep going deeper.
— Joanna

What Clients Have To Say About Joanna



"Joanna is absolutely masterful at teaching coaching skills, for both beginners and those more experienced. I've shared her coaching tools with my clients groups, and they loved her work. I've been thoroughly impressed by the quality and depth of her training. Highly recommended."

— **Bill Baren**



"For years, I have secretly wished for an experienced, mastery-level coach to step up and create the certification I wish I'd had back when I was new to coaching. Something that could cut YEARS off the learning curve of an ambitious, highly driven yet empathic woman like me; something with the repeatable secrets of how to REALLY move clients to their success. Joanna is that coach, and Sacred Depths is that certification."

— **Elizabeth Purvis, 7-Figure Goddess**



"The whole experience has been over and above my expectations, and so very profound."

— **Marcy Stahl**



"I started unsure of how I would pay for the course, and ended up with more income than ever before!"

— **Michelle Thompson**



Meet Joanna Lindenbaum

Joanna Lindenbaum has been coaching for nearly 20 years, and teaches master level facilitation and coaching skills to coaches, healers and speakers so they can respond more powerfully to the issues their clients bring to them, have greater client results and stand out amongst their peers.

She believes passionately in raising the bar in the coaching and transformational industries so that practitioners have all of the skills and inner fortitude needed to deliver incredible quality, integration and transformation to their clients. She has seen first hand how the most successful practitioners are the ones who focus on their mastery & excellence, which are the best marketing tools out there!

Using her extensive background with human behavior, Archetypes and Jungian Shadow, Joanna's approach to facilitation and coaching supports her students to gain a level of skill the majority of their peers don't have. Graduates of her signature Sacred Depths Transformational Practitioner Certification become the best of the best at what they do, plus they experience life-changing personal transformations as they step into this mastery level. All of this, in turn, positively impacts their businesses as their proven results then attract more renewals, referrals, and opportunities.

Joanna has led hundreds of retreats, circles and workshops with thousands of participants and clients in the US and abroad.





"Sacred Depths was an illuminating, deep-dive program for coaches like myself who are called to take their mastery to the next level so that they can deeply serve their clients."

— Terra Christoff



"I have so much gratitude for what is genuinely a sacred and deep immersion, and for Joanna's fearless commitment to holding high standards in this field."

— Monika Nataraj



"My desire and ability to market are stronger because of the confidence I gained and I've very quickly found new clients. Sacred Depths is more than a course, it's a life changing journey. "

— Sharon Epstein



"I've been a full-time coach for 13 years now. The Sacred Depths Coaching Program gave me more tools to recognize my client's fears and resistance, and to help them walk through them. I've become a better coach and gotten out of ruts that I didn't even know I was in. The program has also supported me to go deeper into myself to fight my own resistance and procrastination. My clients now regularly rave about their sessions and send me emails afterwards saying how helpful they were. The program is a must on the path to become excellent and masterful as a coach."

— Monica Shah