Let me take a moment to explain the difference between singing coaching and voice lessons. Coaching is when the singer is helped to understand the song through a greater knowledge of the text and the music and then helped to communicate this understanding, through their own feelings about the song, to the audience. This involves persuading the singer to look inside themselves and use their own, relevant, life experiences in song. They can be helped to release their inner tensions, which are holding their defence systems in place, when they know it is safe to do that. Their body language changes and a feeling of internal balance helps the performance. It is the coach's job to provide a safe environment to achieve this. Bullying should not be part of this world. Gentle persuasion is the name of the game.