

12 Reasons That Coaches Are Not As Successful As They Could Be

- 1. YOU DON'T KNOW EXACTLY WHAT YOU ARE SELLING**
ASK YOUR CLIENTS TO DESCRIBE EXACTLY WHAT YOU PROVIDE FOR THEM. SELL THAT.
- 2. YOUR COMMUNICATION STYLE OR PERSONALITY PUTS PEOPLE OFF**
WE ALL COME ACROSS IN A PARTICULAR WAY. GET THE FACTS. IT'S CRUCIAL TO KNOW.
- 3. YOU HOLD BACK SOME OF WHAT YOU SEE AND SENSE**
CLIENTS WANT THE 3 I'S FROM YOU: ALL OF YOUR INSTINCTS, INTUITION, AND INKLINGS.
- 4. YOU ARE USING ONLY A SINGLE MODEL FOR YOUR COACHING**
THE MARKET WANTS FLEXIBILITY AND CUSTOMIZED SOLUTIONS. WHY ONLY ONE MODEL?
- 5. YOU "NEED" CLIENTS, AND IT SHOWS**
KEEP YOUR DAY JOB UNTIL YOU HAVE A WAITING LIST OF CLIENTS. FEAR IS CONSUMING.
- 6. YOU TRY TO SELL COACHING AS A PROFESSIONAL SERVICE**
COACHING IS BORING. PEOPLE DON'T BUY BORING. BUT THEY DO BUY A BETTER LIFE.
- 7. YOU DON'T KNOW HOW TO MARKET YOUR TALENTS**
EVERY COACH HAS SOMETHING TO OFFER. GET HELP IN ARTICULATING YOUR PALETTE.
- 8. YOU AREN'T HEARING WHAT YOUR CLIENTS NEED, WANT OR ARE SAYING**
COACHES LOSE CLIENTS BECAUSE THEY AREN'T FULLY HEARING EXACTLY WHAT'S WANTED.
- 9. YOU AREN'T USING THE WEB AS A KEY PART OF YOUR MARKETING STRATEGY**
ULTIMATELY, THE BEST CLIENTS WILL COME TO YOU VIA E-MARKETING. EMBRACE IT NOW.
- 10. YOU FEEL YOU SHOULD BE "FULLY TRAINED" BEFORE YOU START COACHING**
GET FORMALLY TRAINED, BUT ALSO LEARN 90% OF WHAT YOU NEED FROM YOUR CLIENTS.
- 11. YOU HAVEN'T ARRANGED FOR ENOUGH SUPPORT OR ENCOURAGEMENT**
STARTING ANY BUSINESS TAKES TIME, STRUCTURE AND STRATEGIES. INVEST IN SUPPORT.
- 12. MAYBE YOU ARE MEANT FOR ANOTHER CAREER OR ITERATION OF COACHING**
SOMETIMES, COACHING IS A STEPPING STONE FOR ANOTHER CAREER OR SMALL BUSINESS.

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