



# THE EIGHT COMMANDMENTS

OF BEING A BUSINESS COACH

**BECOMEABUSINESSCOACH.COM**  
**A BUSINESSCOACH.COM COMPANY**  
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Since 1989 we have Pioneered the Professional Business Coaching Industry and have Certified Business Coaches in the US, Canada, Mexico, China, Japan, and 34 other countries with the BusinessCoach.com Methodology.



# THE 8 COMMANDMENTS

## OF BEING A BUSINESS COACH

### 1. THINK LIKE AN ENTREPRENEUR

If you are a Coach, chances are, you're really good at thinking like a Coach. However, to have a successful coaching career, you also have to think like an Entrepreneur. Have your finances in order before you become a Coach, learn how to manage your time effectively, be PROACTIVE rather than reactive, develop plans for marketing, getting clients, budgeting, and financial goals. Be willing to be a constant learner and continually grow your entrepreneurial skills. Entrepreneurs are determined to do whatever it takes to become successful.

### 2. GET TRAINED IN A WINNING SYSTEM

In a world where anyone can claim to be a Coach, it's important to set yourself apart from the rest. Get trained and certified in a coaching program that has been tested and proven to bring clients the results they are longing for.

### 3. CLEARLY UNDERSTAND THE ROLE OF THE COACH AND THE CLIENT

Understand that as a Coach, you inspire change, but it is the Client's role to be willing to change. Learn to be a trusted Coach, advisor, and mentor, and be prepared to hold clients accountable to the change they have committed to.

### 4. BE COACHABLE!

Every good Coach needs a Coach. Hire a Coach to hold you accountable to YOUR vision, goals, and dreams. If you truly believe in the power of coaching, why don't you invest in you?

### 5. CHOOSE A WELL-DEFINED NICHE

Ask yourself, "What problems do I love to solve? What kinds of people do I love to help? What stage of life or business are they in? What are the biggest challenges are they facing?" Then find out where they hang out. If you aim to serve everyone, you'll appeal to very few, if anyone. The more specific you are in choosing your niche, the more laser-focused you can be on attracting the clients you are best equipped to serve.

### 6. BE COMMITTED TO GENERATING HEALTHY CHANGE

Be committed to making a difference in the lives of others. Understand that your role as a Coach is to have your clients become EXTRAORDINARY at what they do. Set the bar high so that they are continually stretching beyond their comfort zone. Watch them transform from who they are and become who they really want to be. Hold them accountable to their dreams even when they don't feel like it!



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### 7. SET AN EXTRAORDINARY EXAMPLE FOR YOUR CLIENTS

Lead by your actions. Set the bar high for yourself. Let them watch you accomplish your BIG goals. Teach them the importance of being a person of integrity, being coachable, and opening up to new ways of thinking.

### 8. HAVE A WINNING MINDSET

Understand that when the going gets tough, the tough get going. Your clients are looking for someone to point the way to their success. Because you are not them and don't have their emotions, you can be an objective voice to help them find the right path. Help them understand that doing the same old thing produces the same old results.