



THE 5 DEADLY SINS OF A BUSINESS COACH

HOW TO AVOID THE MOST
COMMON COACHING MISTAKES

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There are 5 common mistakes that many Business Coaches make that are detrimental to success. We call these "The 5 Deadly Sins" of a Business Coach. We created this guide so you don't have to fall victim to the same mistakes so many others have made. We'll show you how to proactively avoid these pitfalls and build a thriving Business Coaching career!



MISSING OUT ON
INCOME
OPPORTUNITIES



NOT UNDERSTANDING
WHY PEOPLE HIRE A
COACH



NOT KNOWING
WHERE TO
FIND CLIENTS



LACKING A CLEAR
BUSINESS PLAN



NOT KNOWING
HOW TO MARKET
EFFECTIVELY

1. MISSING OUT ON INCOME OPPORTUNITIES

One of the BIGGEST mistakes Coaches make is missing out on income opportunities. Many solely focus on offering one-on-one Coaching sessions, or they base the majority of their income on offering digital products, for example. Few dare to think outside the box and leverage multiple streams of income to maximize their profit. We don't want that to be you!

So on the following page are the **Top 10 Ways to Make Money as a Coach** to inspire you to think creatively!



10 BEST WAYS TO MAKE MONEY AS A COACH

1. **Offer 1-on-1 Coaching.** Know your stuff and expect people to pay for it.
2. **Believe in what you provide your clients.** Deliver high value, and charge for it.
3. **Create a fun business model** that totally inspires you and has an effective strategy behind it. (Tip: Don't price your coaching services by the hour, ever.)
4. **Be willing to invest in a high-quality Coach.** Hire and pay a no-kidding-around Coach to hold you accountable and help you achieve your goals. (Tip: People who want everything for FREE will never win...If you want to play, you have to pay.)
5. **Do great webinars, write good content, create awesome podcasts and videos.** Focus on a strong marketing platform and do it consistently, with TOTAL EXCELLENCE.
6. **Be authentic in your branding.** Share your journey so others will follow you and know you're a human being; someone who is committed to helping them get RESULTS. (Tip: This helps you speak the language of your community and your potential clientele.)
7. **Learn how to package** your gifts, talents, and experience into products, Coaching programs, services, and maybe even books that people want to own.
8. **Offer your clients additional training programs,** workshops, and executive retreats.
9. **Research what people are craving,** then create a program or product around that and sell it. (Tip: Sell people what they want and what they REALLY need to be successful.)
10. **Offer Assessments and Profiles** that your clients can use in their business to objectively measure their employees' performance.

2. NOT UNDERSTANDING WHY PEOPLE HIRE A COACH

If you don't understand the REAL reasons why potential clients are looking to hire a Coach, you may be missing out on some critical marketing opportunities. One of the most common mistakes Coaches make is they often try to sell their Coaching. However, no one wants a Coach just for the sake of having a Coach--they want the RESULTS they get from Coaching. Understand WHY potential clients may be looking for you. Here is a list of 28 of the **Top Reasons People Hire a Business Coach**:

Clients Will Hire a Business Coach To:

- Learn how to become more pro-active vs. reactive.
- Get an outside objective opinion of your business & an understanding of its true capacity.
- Create a strategic plan that will be a road map to your future.
- Learn how and why leadership is so vital to your business growth and your success.
- Increase the overall productivity of your business and your employees, now and in the future.
- Turn areas of weakness into areas of strength.
- Reduce the stress in your personal and business life.
- Reach and achieve what you once thought were unrealistic goals.
- Learn how others are achieving successes in their business and make that your new reality.
- Cultivate a much larger capacity for producing extraordinary results.
- Operate and train a team that can overcome almost any obstacle.
- Have power over your time instead of time having power over you.
- Experience having "fun" in your business again.
- Lead from a place of creating rather than "surviving".
- Make a difference in the world in a profound way.

- Have greater clarity around setting and achieving goals.
- Experience improved relationships in every area of your business.
- Develop a greater capacity to initiate positive change within your organization.
- Increase your awareness for conflict resolution.
- Become more assertive and make decisions faster and easier.
- Increase your ability to develop leaders and add bench-strength.
- Increase retention of your current employees.



- Attract and develop high performing employees.
- Seek wisdom from another person's business and life experiences.
- Leverage the power of having an accountability partner.
- Complete reading assignments that will have a major impact on your business.
- Take your Customer Service Experience to an all new level

3. NOT KNOWING WHERE TO FIND CLIENTS

Many Coaches today are quick to post on social media, develop time-consuming email campaigns, or spend loads of money running ads in hopes of landing their next few clients. While digital marketing and outreach is important, what if finding your next client didn't have to be so difficult?

One of the best ways to sign clients is to leverage the social sphere around you. When you've been referred by a friend, or you're in similar circles, It creates a baseline level of trust. This makes the potential client more likely to trust you enough to work with you.

See the next page for ideas on **"Where to Find Potential Clients."**

Challenge: Pick 5 people from the list to reach out to this week.



WHERE TO FIND POTENTIAL CLIENTS

FAMILY

Family Friends
Family Co-Workers
Family Neighbors
Professional Contacts

PREVIOUS CUSTOMERS

Their Friends
Their Family
Their Co-Workers
Their Neighbors
Their Professional Contacts
Their Social Contacts
Their Employees

SPOUSE'S CONTACTS

Their Family
Their Previous Friends
Their Co-Workers
Vendors They Work With
Professionals They Work With

INDUSTRY CONTACTS

Vendors
Suppliers
Landlord
Professionals
Agents

FRIENDS

High School/College
Recreational Sports
Friends At Work
Past Friends

PROFESSIONAL CONTACTS

Your Doctor/Dentist
Your Banker
Your Hairdresser
Your Plumber
Your Attorney
Your Children's Teacher
Your Insurance Agent

SOCIAL CONTACTS

Your Local Clubs
Your Church Group
Your Community Associations
Your Bowling League
Your Softball League

CUSTOMERS

Their Friends
Their Family
Their Co-Workers
Their Neighbors
Their Professional Contacts
Their Social Contacts
Their Employees

4. LACKING A CLEAR BUSINESS PLAN

Business Coaching can feel like an ambiguous industry. Oftentimes, Coaches get certified through a program and are left on their own to figure out how to build their business. Many Coaches just put on their "Coaching hat," but fail to remember they also must put on their "entrepreneur hat" if they want their career to go the distance. We're here to help you with that!

Read through the excerpt from one of our guides on "**How to Build a Thriving Coaching Business.**" This explains 8 keys to put in place to ensure long-term success!



Build a Thriving Coaching Business

At BusinessCoach.com it's our passion to help Coaches think like entrepreneurs. Recognizing that, while many entrepreneurs are great at some aspects of their business, they're lacking in some key areas necessary to take their growth and profitability to the next level. This Guide breaks down our Profit Coach System™, the business essentials needed to guide entrepreneurial coaches to create thriving coaching companies. Our mission is to provide you with the tools, ideas, guidance, motivation and accountability you need to conquer the obstacles that are hindering you from what's really possible...and do so by working smarter, not harder. High-end coaches around the world are using this system to catapult to the top of the business coaching arena.

1 | THINK LIKE AN ENTREPRENEUR

In our research of the professional business coaching industry we have discovered 8 entrepreneurial essentials for high-end coaches. These affluent coaches have "grown up" in the industry and have learned how essential it is to think like an entrepreneur; stay focused, execute quickly, measure results, manage risk, make the right decisions, make them fast and commit 100% to their entrepreneurial success. These items speak to the mindset of a true entrepreneur. The Top 5% are not thinking only about how to serve the world in more profound ways, but how to continue to architect their business and focus on profit building strategies. **The idea behind this entrepreneurial essential is to learn to think about strategy, growth and profitability always.**

2 | BUILD A UNIQUE COACHING BUSINESS MODEL

The world of coaching is vast, but gets saturated with information from a variety of different sources. All too often we hear of coaches that are following anyone and everyone, especially when they, themselves, are new in the industry, and it creates confusion. It also causes them to burn out, run out of money and spend too much time reading emails from people they don't even remember contacting. This creates chaos, and causes individual coaches to lose their unique touch and voice. Pick a lane and stay focused.

Your business model should be built around your strengths, passions, expertise and lifestyle. If a coach loves public speaking, for example, their business model should be built around making sure they have goals that support getting in front of audiences. If you love to write, then your goals should entail learning the best ways to write copy that engages your tribe to read your blogs, articles, info-products, etc. It's about what you have in your personal toolkit. The idea behind this entrepreneurial essential is to build a winning business model that is unique to you, your strengths and your lifestyle.

3 | DISCOVER YOUR VOICE, STYLE & BRAND

Take a look at successful coaches and you'll agree very quickly they have a particular style, and it's likely one that really resonates with you. The immediate instinct for many is to duplicate that style or voice, but doing this will more than likely lead you to disaster right out of the gate. For example, take a look at Gina Deveen, one of our personal female favorites in the industry.

4 | BUILD CREDIBILITY

Credibility is built in various ways, including the voice of the brand, clients, partners, collaborators and social media endeavors. Testimonials are a clear way to build credibility as well. However, there are a variety of missed opportunities that most entrepreneurs don't think of: writing e-books, creating a "professionally branded" podcast show, video tutorials, creating helpful products and developing high-end coaching programs. For coaches serving in the affluent market, creating resort level events and experiences is very effective if it's "authentic" to the coach. Authenticity plays a big factor when it comes to building credibility, and also ties into your overall brand and reflects on your coaching business model. Sometimes it's as simple as creating a system that grabs testimonials and feedback along the entrepreneurial journey. **The idea behind this entrepreneurial essential is to build trust by having a system for getting constant feedback and sharing it in various mediums.**

5 | HIRE THE RIGHT COACH

It seems like a no-brainer that every coach would utilize the services of a coach, but not all do. However, the Top 5% have either a business or strategic coach that they use for developing quarterly or annual goals. In addition, these coaches consistently use their coaches and mentors to help raise the bar as an entrepreneur and to hold them accountable as their clients move forward. These coaches are not hired to nod and smile, but to help coaches create bigger goals and grow the coach-client into a profitable entrepreneur. Thinking the right way, building the right model, finding your voice, expanding your credibility; finding the right mentor for yourself can help pave the way for all of it. **The idea behind this entrepreneurial essential is to have a strategic accountability partner.**

6 | DEVELOP COLLABORATIONS

In the earlier years of the coaching industry we were learning about this whole idea of coaching and how to leverage the internet. By doing this we developed an entire new approach centered completely on digital marketing strategies. Then we began forming affiliate relationships where we leveraged each other's lists. Coaches ran hard to be a guest on as many shows as possible so they could build their lists as big as possible. There were lots of mistakes being made because many, including us, didn't pay enough attention to the "audience" of our partners and ended up targeting audiences that weren't a good fit. However, the collaborative spirit behind it built relationships today with many other affluent industry leaders. We grew up in this industry together and have watched the progress and the mistakes. This Guide will keep you from taking the wrong path and get you focusing on the essentials that matter. Collaborations are still essential, and you want to ensure the connections you're building are the right ones. We've found these types of collaborations to be the most effective for coaches and their businesses as a whole. Sometimes a smaller list is a much better asset because it's more responsive, engaged and conversions are higher. **The idea behind this entrepreneurial essential is to collaborate strategically, but never out of trying to build a bigger list.**

7 | BUILD AUTOMATED MARKETING SYSTEMS

A big part of running and growing your coaching business is ensuring you have solid backend systems in place. There's no getting away from this. If you're newer as a coach and have a following or list, you will not need to implement the more aggressive softwares just yet. However, the bigger the list, the more crucial it is that these automations are utilized to sell, deliver and keep in relationship with your clients. As you're growing it's essential that you use an email marketing platform that has the modern bells and whistles with social media integration options as well as other integrations. For example, Mailchimp, Simplero, and WebinarIgnition are great for creating your email marketing sequences and segmenting and tracking your customers.

When you're beginning, you'll be focused on two main things: getting clients and building a customer database. Down the road, you'll be thinking about increasing your offerings, developing a marketing funnel and growing from \$50k to \$100k, \$100k to \$200k, \$300k to \$500k and \$500k to a million and so on. Million dollar businesses didn't get there without automated marketing systems in place. By not being proactive about these kinds of tools and systems, you can actually hamper your future progress significantly. **The idea behind this entrepreneurial essential is to be the architect of your coaching business and put the hard work upfront, right now.**

8 | CREATE FRAMEWORKS OR SYSTEMS

If you're a Business Coach, you're basically being paid to teach. Frameworks are shortcuts for teaching a system, a concept or a process. However, that's just the beginning. When you utilize frameworks in your business they add to your credibility and position you as an authority expert. Coaches are smart to build visual frameworks of their expertise from the beginning. Frameworks also create speed in your business and save time. People are always thinking about how to get results faster.

Create Frameworks or Systems continued

The time and energy put into learning the steps to build your coaching business, as an example, is why we developed our BusinessCoach.com System™, a framework we use in our 6 Month Mentoring Program to take Coaches from \$100k to \$300k and beyond. Clients pay for frameworks because they make things that can seem overwhelming, or just plain time consuming, quite simple.

Many of the top performers in the industry have trademarked their coaching frameworks. Use them, train your team with them and sell them. By creating simple things, like customized framework worksheets, you can easily add your brand and trademark them and turn them into sellable assets. The idea behind this entrepreneurial essential is to be the authority expert in your coaching business by teaching with visual coaching frameworks and utilizing systems.

As with all of these entrepreneurial essentials, it's a process to get all 8 moving like a well-oiled machine, but. it's important that you use this Guide to implement all of them over time.

5. NOT KNOWING HOW TO MARKET EFFECTIVELY

It's crucial to become crystal-clear on your mission, areas of expertise, and what kinds of clients you most want to work with. If your message is unclear, it will quickly get lost in all the noise of the industry.

Go through this Marketing Action Plan exercise to ensure your marketing efforts are laser-focused!



MARKETING ACTION PLAN

Who are you committed to being? What are you “a stand” for?

What is your company’s Mission Statement?

Income Goals:

- **Monthly:**
- **Quarterly:**
- **Annually:**

What services will you offer your clients?

Who is your target market, or “Avatar”? Where do they hang out?

- **Niche:**
- **Size:**
- **Location:**

What problems or struggles do your clients/prospects face?

What unique solution do you provide your clients?

List any testimonials, case studies, references, endorsements, etc.

How will you reach potential clients? What marketing channels will you use?

- **Email Marketing & Campaigns – What resources are needed?**
- **Social Media Marketing – What resources are needed?**
- **Public Relations – What resources are needed?**
- **Networking – What resources are needed?**

MARKETING ACTION PLAN

CLIENT ATTRACTION

List any outlets where you've been featured:

- **Articles:**
- **Blogs/Newsletters:**
- **Public Speaking Engagements:**
- **Advertising/Website/SEO Ranking:**
- **Events:**

Write out your 15–30 second introduction. What makes you different?
(It's best to have more than one to fit different scenarios.)

What is your unique selling point? How do you stand out?

Who is your Accountability Partner?

What structure will you put in place with your Accountability Partner?

Who are your best resources for referrals?

Extra Notes:

MARKETING ACTION PLAN

REFINING YOUR OFFER

What's your call to action?

What's the hook? (Why are you their obvious choice?)

What's the value? How does it improve their situation?

How do you differentiate yourself from the competition?

What are the consequences if they don't sign up with you?

What's in it for them that's so compelling they must act NOW?

Extra Notes:

WANT MORE?

If you want to skyrocket your company's success this year, check out our other resources for highly-driven Business Coaches at:

WWW.BECOMEABUSINESSCOACH.COM

