

7 Mistakes Keeping You from Earning 6-7 Figures as a Coach

Avoid these common mistakes and 4x your income.



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So you want to become a successful Business Coach, huh?

Maybe you're already a coach... maybe you want to become a coach.

My guess is you've gone through a certification program, and maybe even coached a few clients. The next step is scaling your business up to 6- or 7- figures, but something is blocking your path:

Not enough clients!

Inspiring and motivating people is your superpower. Your passion is to help Business Leaders sharpen their leadership and expand their companies. You're a master at what you do.

So why aren't clients lining up to work with you?

Well, in our 35+ years of coaching over 500 CEOs and training 7,137 Coaches (at the time of writing this), we've learned that it's not that simple. There is a vital piece that most other training programs don't teach you...

If you want to be a 6-7 figure Coach, you **MUST** know how to take off your coaching hat and put on your business hat.

You have to start thinking like an entrepreneur.

Most Coach training organizations will show you how to coach, but they won't show you how to run your business. They won't ask you the important questions like, "What is your niche?" "Who are your current connections?" "What is your Coaching roadmap you'll lead your clients in the right direction?" "What is your offer?"

This guide will show you the 7 foundational mistakes to avoid if you want to have a thriving Business Coaching business.

It will save you years of wasted time and frustration. We're here to get you thinking like an entrepreneur so you can enjoy doing what you love for the long-haul.

Our mission is to provide you with the tools, 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.

MISTAKE #1: NOT THINKING LIKE AN ENTREPRENEUR

This is the mistake to rule all mistakes.

As we mentioned before, you must think like an entrepreneur to skyrocket your business. After working with Coaches for over 35 years, we've found that many Coaches are excellent at coaching, but struggle in managing their business. Few Coaching programs train Coaches on how to market and sell their services, manage invoicing, set goals and projections, set up automated systems, how to scale, etc.

In order to thrive as a Coach, you must learn to think like an Entrepreneur.

Our definition of an Entrepreneur is: Someone who goes into business for themselves and offers a service or a product to their ideal client, with the intention of producing a profit and making a difference in the lives of their customer. In other words, formulate a Business Plan including a budget, projections and enough income to pay yourself a salary for a full year!

Understand the language of business and use that to put together better pitches. Study the language of your desired clients so you can show that you *get* them. Collect feedback from your clients and use it to improve your offering.

Stay focused, execute quickly, measure results, manage risk, make the right decisions and commit 100% to being an entrepreneurial success. This speaks to the mindset of a true entrepreneur. The Top 5% of Coaches are not only thinking about how to serve the world in more profound ways, but how to build a sustainable business model that allows them to increase their profit year after year.

MISTAKE #2: FAILING TO DISCOVER YOUR UNIQUE STYLE & BRAND

In the expansive realm of coaching, where information abounds from diverse sources, the key to success lies in focus. As you embark on building your Business Coaching business, align your model with your strengths, passion, expertise, and lifestyle. Whether your forte is public speaking or writing, tailor your goals to support engagements that resonate with your unique skills. Crafting a business model around your personal toolbox ensures authenticity and a winning edge.

Entrepreneurs know that to attract the right clients, they need to repel other clients. It's our experience that early-on, coaches want to say "yes" to anyone who will work with them, so they don't present their full personality, out of fear of scaring a potential client off.

To be liked, you must open up the possibility to be disliked and show some aspects of you that are unique. This is how you find the clients who are going to stick with you for years to come.

A common pitfall for new Coaches is the temptation to follow every trend and adopt various approaches, leading to confusion, burnout, and financial strain. The resulting chaos can erode your unique style and voice. Our advice is simple but essential: once you discover your voice and style, stick to it. That consistency will help you create a recognizable brand.

Build your business model around your lifestyle, voice, and brand, recognizing that authenticity is paramount. The top 5% of Coaches understand that they are the face of their brand and invest time in finding the best presentation of their personality to attract their ideal clients. Authenticity is the cornerstone of effective coaching, and clients quickly discern any hint of inauthenticity.

Embrace the entrepreneurial essential of honing in on your uniqueness. Sharpen your strengths to stand out and enhance your credibility. Remember, your business model should be a reflection of you, your strengths, and your distinctive approach. By sharing your authentic self with your ideal clients, you not only differentiate yourself but also build lasting credibility in the competitive world of business coaching. That's how a High-End Coach operates!

MISTAKE #3: FAILING TO BUILD YOUR CREDIBILITY

In the world of Business Coaching, credibility is your currency, and testimonials are the gold standard. It's not just about slapping a few quotes on your website; it's about leveraging every opportunity to showcase the real impact you're making.

Sure, everyone knows written testimonials are essential, but why stop there? Become a thought-leader in your niche. Write an ebook, launch a podcast, create video tutorials, and roll out top-notch coaching programs. Each piece adds another layer to your credibility, shaping a brand that's not just trusted but relatable.

I've encountered tons of coaches who had the mindset of "build it and they will come." While doing great work is 100% important... it's not enough. You need to do great work AND tell the world about it.

This is the entrepreneur's mindset, and building a marketing mind that looks for opportunities to collect proof points is a muscle you build over time. But when you do, you'll find it's way easier to attract and close clients, because you've removed the risk by telling them about the great results you've already helped your clients achieve.

The stories in those testimonials aren't just endorsements; they're your brand's heartbeat. They show the world that you're transforming lives, forging partnerships, and leaving a mark.

Don't wait for testimonials to fall into your lap; build a system to grab them as you conquer the entrepreneurial landscape. It's not just about feedback; it's about creating an unstoppable feedback loop. Share those testimonials everywhere—website, social media, marketing materials. Make sure everyone knows you're not just coaching; you're creating success stories.

MISTAKE #4: FAIL TO DELIVER QUALITY SERVICE

Being a Business Coach is more than a job—it's a mission. One of the best ways to ensure growth is to deliver high-end, superstar quality coaching.

As a Coach, it's easy to get lost in the infinite possible directions you can lead your clients in. We've seen it time and time again...Coaches graduate from their certification program and then feel lost once they actually start to work with clients. Don't make the mistake of not having a set game plan. Ensure that you bring top-notch quality coaching by following a roadmap that has been proven-effective. (We've made it easy for you by creating [Playbooks](#) for every major aspect of business you'll likely need to coach your clients through!)

This will help you bring a fresh perspective with tailored programs and set the pace for success.

Everyone has blind spots; shine a light on those, and suddenly, you're not just a Coach—you're a guide to self-improvement.

But we're not stopping at basics. Follow a system to dive deep into company culture, supercharge employee productivity, and unearth untapped potential. Coach clients to be the captain, turning their crew into leaders.

MISTAKE #5: NOT LEVERAGING IN-PERSON CONNECTIONS

Have a Marketing Strategy: We're going to give you some out-of-the-box advice that you probably won't hear anywhere else these days. In a time where everyone is online, scrolling through Instagram, Facebook, Tiktok, Youtube, LinkedIn, etc. for hours a day, of course it would make sense to focus all your efforts on promoting your business through social media, right?

Well here's our approach: start by focusing on in-person relationships and connections. Before investing a ton of time and money into creating content and running paid ads to get in front of strangers, leverage the people you know in real life FIRST.

Create a crystal clear avatar of your ideal client— How old are they? What kinds of businesses do they operate? Are they male or female? Where do they hang out? What is your niche? You can't be everything to everyone, but you can become an EXPERT in a specified niche (i.e. a Business Coach for female doctors who run family practices).

Once you've defined your ideal client, think about who you might know that can connect you to potential clients. In-person connections are typically more likely to convert to a paid client in less time than nurturing a cold lead over the internet.

As you make connections and build a solid base of clientele, be sure to invest in quality CRM platforms to build your email list. We could write a whole book on this topic alone, but it's a huge time-saver to have a system that organizes your contacts and automates communications with them via email marketing.

So start with in-person relationships, and then venture into building your online presence.

MISTAKE #6: NOT KNOWING THE 10 BUILDING BLOCKS OF BUSINESS

In our 35 years of working with top CEOs, we have found there to be 10 foundational areas of business that must be in place in order for a company to truly succeed:

- Develop a Business Plan
- Build a Strong Marketing Strategy
- Learn how to Lead and lead Well
- Hire "All Star" Employees
- Rally around a Vision and give Employees a path to support the future
- Develop a Powerful Team and learn to hold them accountable
- Establish Extraordinary Customer Service
- Keep Score of Key Performance Indicators (KPI's)
- Hold Your Team Accountable to the Goals
- Establish a Lasting Culture, where employees love coming to work

We think this is essential to the success of your clients.

Coach them through the 10 Building Blocks of a Thriving Business, and the results will shine.

And if you're not already getting your clients to follow the 10 Building Blocks...

[You can download the free Building Blocks graphic here!](#)

MISTAKE #7: NOT HIRING THE RIGHT COACH

Picture this: Every top-tier Coach out there – the real heavyweights, the ones who dominate the game – they've got a secret weapon. They've hired a Coach of their own. It's a strategic move that sets them apart from the rest.

Now, this isn't about having someone pat you on the back and say, "Good job." No, this coach sees your blind spots, tells you the truth, sets epic goals, and makes sure you hit them. It's not just about nodding and smiling; it's about someone holding your feet to the fire and pushing you to be an entrepreneurial powerhouse.

And let's not forget the strategic mind game. Business Coaching isn't just tactics; it's about thinking big, playing smart, and plotting your domination. A mentor is your secret weapon, helping you see the playing field three moves ahead, so you're always ahead of the curve.

Choosing the right mentor isn't just a formality; it's a game-changer. It's not about finding a yes-person; it's about locking in someone who's going to challenge you, elevate your game, and turn you into the Coach everyone wants on their team.

So, here's the bottom line – having a Coach as a Coach isn't a luxury, it's a necessity. It's the key to continuous improvement, unwavering accountability, and a one-way ticket to entrepreneurial stardom. Don't just coach; dominate.

And if you're serious about becoming a 6-figure Business Coach, I recommend our **Business Coach's Playbook**.

It's an in-depth workbook and System that helps you facilitate and strategize an entire year of coaching your clients. It's packed with training and coaching essentials that remove the guesswork from what to do next as you coach. It includes Audio Recordings where I'll walk you through what it takes to become a High-End Business Coach.

One of the best parts of the playbooks is they allow you to quickly "wow" a new coaching client by helping your clients get a glimpse of a blind spot they didn't even realize was costing them.

As a Coach, there are a million different directions that you can lead your clients in. However, we've cut out the confusion for you and developed a clear roadmap for you to follow that we've been refining for over 35 years.

Here's to Big Wins,

Coach Gary Henson

Your Next Steps

To purchase your **Business Coach's Playbook**, [click here](#).

Or visit our website for more resources:
www.becomeabusinesscoach.com