

10 Reasons to Hire a Business Coach

Professionals at the highest levels in most endeavors rely on a coach, a trainer, a mentor, to help them achieve and then maintain their high level of performance. No one goes to the Olympics without a trainer. No team wins the Super Bowl without dozens of coaches. No one gets elected as president of the United States without a team of advisors. Corporations are required to have a Board of Directors. Most highly successful business people can point to mentors in their life that have helped them reach the top of their profession. Yet so many people start their own businesses and try to do it alone.

If you are serious about your business, you need to treat it seriously. You need to hire a business coach. You need to have a mentor. Here are just some of the benefits having a business coach or mentor at your side can bring:

You will save yourself lots of time and headaches. A good business coach will help you avoid mistakes and will help you prioritize your tasks so that you do your most-profitable, your vital income-producing activities first. They help you draw up the roadmap. All you have to do is follow it and execute.

You will be forced to work “on” your business instead of “in” your business for at least a couple hours every week. Doing any homework assignments and then meeting with your coach makes you step away from “doing” your business and helps you “think” about your business.

You will create clearer goals and set more definite plans with a coach. The coaching process forces you to become clearer and more specific on where you want to go and how you are going to get there. Your coach will pin you down on delivery dates and action steps. When left to your own devices, you will often let yourself off the hook.

Working with a coach will give you access to ideas and resources that you often would not have considered on your own. Coaches often have seen more situations, have encountered more solutions, have seen, heard, or read about resources that the single entrepreneur has not. Coaches help you expand your horizons as to what is possible, who can help you, and how to get things accomplished more quickly and efficiently.

You will achieve a greater work/life balance when working with a coach. Having a mentor or coach at your side takes some of the burden of trying to know everything all the time off of your shoulders. It gives you some breathing room. You don't have to worry and fret and research the internet for 16 hours for a solution. Just ask your coach. Often, the solution is much easier than you imagined.

You will be held accountable for your actions or inactions. Believe me, coaches will call you out for not taking the actions you need to take. You will be forced to look at yourself and your own behaviors to identify why you are not achieving the results you want.

You will have a confidential, secure, safe place to ask questions, express your doubts, dream big, and dare greatly. That business coach becomes a confidant. There are no dumb questions, but there are questions you refuse to ask. The business coach to business owner relationship gives you the space you need to ask questions and to be heard.

A good business coach will often provide the Reality Check you need to keep you on track. You may think you've been super busy all week, but what do you have to show for it? Your coach will not allow you to spin your wheels or get too far off track. Your coach will help you focus on where you want to go and help you complete the tasks necessary for success.

You will get a Blast of Positivity, support, and motivation by working with a coach. Your business coach will become one of your biggest cheerleaders. They will show you where you are succeeding. They will sing your praises for a job well done. They will be celebrating your success right along side you. Coaches are only successful when their teams or students are succeeding. Hint: if you are getting negativity and discouragement from a coach – FIRE THEM!

You will save money and make more money faster by working with a coach. Yes, hiring a coach is an investment. It is an investment in yourself and in your business. But the mistakes you will avoid will save you money. By focusing on the right activities and being held accountable for your actions, you will see your cashflow improve and grow faster than you would if you were just in business by yourself. Having a coach improves your bottom line. And isn't that what being in business is all about?

I would love to be your business coach. I only work with 10 to 12 clients at a time so that each one gets my energy and attention when they need it. I have a few openings available at this time. I have affordable payment plans if you need them. If you are interested in learning more about my coaching services, please email me at Trina@SuccessPointConsulting.com and put “Coaching Services Inquiry” as the subject line. I look forward to helping you achieve the results you need.