

STARTING AND GROWING YOUR COACHING BUSINESS

By Hallie Crawford

1. Don't try to do it all yourself.

- a. At first yes – you're going to have to do things yourself to get your biz started. However don't buy into the mentality that you can do it all yourself and be able to run a truly successful business. You'll drive yourself nuts and won't have a life outside of work. Decide what basics you feel you need to get in place 1st – your business cards, a basic website, a system for billing clients, a checking account for your business. Do what you can do to get yourself started, then begin paying people asap for their expertise – even if it means stretching your budget or even if you feel you really can't afford it. You can't afford not to. You'll soon realize that your time is better spent coaching, not managing your database all of the time. To make money, you have to spend money bottom line.

2. Get out of the office.

- a. Being a solo-preneur working alone or from home can be lonely and become isolating. Find ways to network with fellow coaches and other small business owners for your mental sanity but also as a way to grow your business. Look for a local ICF chapter and attend their meetings. Find a BNI or other local business networking group to attend regularly. Make plans with friends or former work colleagues to socialize and just get out of the house.

3. Just get started.

- a. I find many people who won't pull the trigger on their business and go out there to get clients until they've... printed their business cards, put up their website, created a brochure. There's nothing wrong with putting systems in place or creating marketing materials – until they start to stand in your way. Decide what basics you want in place to make you feel like a professional – then just dive in.

4. Be an entrepreneur first, a coach/consultant/service provider 2nd.

- a. I heard this on a teleclass once and it's stuck with me. To be a successful business owner you have to make that your #1 priority – and think like a business owner not just like a coach. Treat your business like a business, not a hobby.

5. Find a mentor.

- a. The 2 best things I ever did for my business are:
 - i. Hired coaches as mentors to learn what they did to become successful. You also have to be coached in order to be an effective coach yourself. If you're not buying your own product why should someone else?
 - ii. Sign up for Business Growth Solutions Group Coaching Program. It's a year long, group coaching program and it will change your business. My income doubled within a few months of taking this course. It is absolutely worth every penny – no kidding. Here's the website:
<http://www.bgsllc.com/cmd.php?af=885685>