

BUSINESS COACHING



***What aspects to consider when
selecting the right coach
for your business***



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*Getting a Business Coach
is **NOT** a sign of weakness or failure.
It is a signal of **SUCCESS!***

Finding and hiring the right business coach is an important decision. You will be investing time and money in this process so take time to be clear on these aspects. The following questions will guide you to identifying firstly what coaching you are looking for and then match that to the right coach for you. The success you achieve through the coaching program you choose is directly related to ensuring you answer these questions carefully before starting your journey.

What type of coach do you need?



Do you need a transformational coach, someone to hold you to account and to check in with as you achieve your goal? This type of coaching is purely goal focused, forward looking, logical and practical. Or do you need a developmental coach? Someone who has a whole system approach and can help you make good decisions by testing the consequences in other aspects of your life. This type of coaching is about learning and developing yourself, breaking old barriers to success whilst achieving your goals.

How does the coach work with his/her clients?



A coach will either have a system/program that you can follow, or they will have a method of creating a bespoke solution that is designed to meet your specific needs. Both are useful, the key is to know which one you might prefer. What is even more useful is if the program has the capabilities of identifying your specific needs as well as show you how you can then achieve your goals.

What specific topic are you looking for guidance with?



The more specific you can be the better the chance that you will find the right coach for you. While some coaches claim to assist you with anything, they may not specialize enough in each area to be of benefit to you.

What area are you looking to improve or move forward with in your business? It is to generate leads? Do you need to improve your digital footprint?



Do you want to grow your network of potential clients? Being clear on this aspect helps you identify the right coach to work with.

Are you willing to and open to change?



An effective coach is there to guide you in the direction of what you desire to achieve and not to be your best friend. They are also not there to do the work for you. They will not tell you what to do but rather help you identify possible obstacles to achieving your goal then advise you on possible solutions or provide you with practical exercises that help you develop your plan of action. A coach is an expert in the process of changing behaviour, which can be more valuable than giving instructions.

How do you know if the coaching sessions are working?



The right coach will guide you through a process of setting goals to achieve what you have set out to do. They do not carry out the work themselves, but they will be there to guide and support you. Be sure to work with your coach to set a reasonable timeframe to achieve these goals as in some cases, you have been struggling for years to achieve this change. This is where a medium to long term coaching program is of benefit.

How much are you willing to invest?



You need to accept that to achieve success you need to invest time, money and commitment for the program and process you will follow. Being committed to the program and the process ensures you have the best possible opportunity to succeed. To be truly aligned, your coach should in turn be committed to support you throughout the process as well as have follow-up sessions to see how you have managed to continue with the change you have started making.

Would you like a structured or customized approach from your coach?



There are coaching programs that take everyone through the same process and there are those that are customized to your needs. Both approaches have their advantages depending on what you would like to achieve. What is important for you to determine is if the approach your coach uses, is aligned with what you desire to obtain from the coaching sessions.

What results has the coach achieved in his/her own business?



If your coach is not achieving success in his/her business that you respect or even aspire to, then you may not have the right coach. Can they demonstrate how they have used and continue to use what they are teaching you, in their own business to achieve success? It is important to know this as it shows the coach's belief in what they teach.



Is the coach advising or guiding?



We are all born with the ability to take on the challenges that come our way and while it may feel good to have someone else make the decisions, once the program is over, you are not empowered to make the decisions on your own. A good coach will guide you in the direction you have indicated you want to go and provide you with the necessary tools in order for you to improve and even obtain new skills that you can use long after the program is over.



Does your coach have a coach?



This is a clear indication on how much value your coach puts on coaching. A good coach will have all the tools and skills to support you in your journey but, knowing they too continue to level up their own skills, will put you at ease in that what you are being taught is up to date and relevant to the world today. If your coach is continuously evolving, then their programs are continuously evolving, and you are receiving the best possible guidance.

What does your intuition/heart tell you?



Depending on the type of journey you embark on with your coach, you could be sharing some key parts of your professional life with them, so it is therefore important that you are comfortable with the coach and their process. Being in alignment with your coach prevents any resistance that could arise throughout the program. This also assures you that when you are faced with challenges during the process, your coach is there for you.

Does your coach take interest in your progress?



A good coach will feel responsible for guiding you through the right process that empowers you to achieve the success you desire. There needs to be a trust relationship between the two parties and the coach should follow up and monitor your progress throughout the program.



Does your coach offer a results guarantee?



This is an area where you may struggle to find a coach that offers a results guarantee. The coach cannot control how committed you are and if you will implement what is taught and as this has a direct impact on the results achieved, very few coaches will offer a results guarantee.

This is where the **Business Coaching Hub** and I differentiate myself from others. With all the online consultations I have conducted since 2019, I have not had one person leave the call without knowing how to take their business to the next level.



I offer a [1-Hour Strategic Business Growth Plan Consultation](#) at only R750.00 and if by the end of the call you do not believe you got value for money, you will receive a [100% Refund](#), *no questions asked*.

Here is what will be covered during the 60-minute Zoom video call:

- **Digital Footprint Audit** - I will view all your online accounts to identify areas for improvement to help you generate more leads and sales. This will include your website (if you have one) and your social media accounts.
- **Network Growth** - I will show you how to grow your network/s to increase your capability of spreading your brand and generating leads.
- **Lead Generation** - I will show you how to leverage your digital footprint for lead generation... *At NO Cost!*
- **Business Growth Strategies** - I will share strategies with you that can help generate leads and sales WITHOUT the need for a marketing or advertising budget.
- **Consultation Recording** - You will be allowed to record the consultation so that you can focus on what is discussed and shown without the need to take notes. You can then refer to the recording anytime to refresh yourself on what was presented.

If at the end of the 60-minute consultation you do not believe you received more value than the R750.00 you paid, you will receive a **100% refund** - *no questions asked*.

You have nothing to lose so [click here](#) to [book your consultation today](#) and let's take your business to the next level.

BusinessCoachingHub.co.za

"Your Success Is My Focus!"



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I look forward to contributing to helping you take your business to the next level.

Coaching offers the chance to visualize your highest goals and stay on track to achieve them!



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