

1. Does this coach have a track record of helping someone like me accomplish the goals I want?
2. Do I feel good and motivated to act when with this coach?
3. Will this coach keep up with me—and stay ahead of me—as I grow?

That's it. You can always check references and try out the coach for a month to see if he or she is really the right one for you. I work well with three types of coachees:

1. Individuals who are making substantial changes in their personal and professional lives;
2. Entrepreneurs and small-office professionals who are smart, quick, and ready to do what it takes to reach blockbuster goals; and
3. Individuals who are working on an important project.

HOW MUCH DOES IT COST?

The fee for most entrepreneur and professional coachees ranges from \$200 to \$500 per month for a weekly meeting or coaching call. For example, monthly coaching fees may be \$250 for a weekly half-hour call or \$500 for a weekly one-hour call, using an 800 number. There are no other charges and coachees may call in between calls for additional assistance, if needed. For projects, they may be billed at \$125 per hour.

HOW WOULD I GET STARTED?

If you feel that this type of relationship could work for you, call and let's talk. Coaching is not something we sell; it is something you buy because you want it.

WHERE DO I START WITH A COACH?

Most coaches begin with a special coachee meeting to get to know each other. The coach wants to hear about the coachee's goals, needs, and problems. The coachee wants to get comfortable with the coach. During this meeting, both parties design a list of goals and a game plan to reach these goals. Prior to this meeting, the coachee will have received a welcome package containing checklists and assessment materials to make the most of the meeting. Some coaches spend extra time (gratis) with new coachees getting to know them and coaching them to set the best goals for themselves, and together they design the best way to work together as a team to accomplish the goals.



WHAT IS COACHING?

Coaching is a new profession that has synthesized the best from psychology, business, evolution, philosophy, spirituality, and finance to benefit the entrepreneur, professional, and business owner.

WHY DOES COACHING WORK?

Coaching works because of three unique features:

SYNERGY: Coachee and coach become a team, focusing on the coachee's goals and needs to accomplish more than the coachee would alone.

STRUCTURE: With a coach, a coachee takes more action, thinks bigger, and gets the job done, thanks to the accountability the coach provides.

EXPERTISE: The coach knows how to help entrepreneurs make more money, make better decisions, set the best goals, and restructure their professional and personal lives for maximum productivity.

WHO WORKS WITH A COACH?

Entrepreneurs, business owners, professionals, and people in transition use a coach to fix, solve, create, or plan something, personally or professionally.

WHAT IS WORKED ON?

Here is what the coachee and coach work on together:

- ❖ Business planning, budgeting, and goal setting
- ❖ Integrating business and personal life for balance
- ❖ Turning around a difficult situation
- ❖ Achieving maximum work performance
- ❖ Handling business or personal problems
- ❖ Making key decisions and designing strategies
- ❖ Prioritizing actions and projects
- ❖ Catching up and getting ahead of the business
- ❖ Increasing sales substantially or filling a practice

BUT HOW DOES A COACH DO THIS?

Coaching is delivered during regular, weekly sessions by telephone or in person whichever is more convenient. Coaches bring an agenda of items to the call or meeting. The coach helps them solve problems and make the most of opportunities. When they are taking on a large goal, we help them design the project and provide the support and structure needed to make sure it gets done. We bring out each coachee's best by offering advice, expecting a lot, helping them strategize and celebrating their wins. A practice can be national, with coachees in every area of the country, from big cities to small towns; coachees can range from small business owners to CEOs; and coaching can focus on either business goals or personal goals.

WHAT SHOULD I LOOK FOR IN A COACH?

The right coach brings out your best, consistently. To do this, the coach you select should pass the following three tests:

