



9 CAREER-KILLING MISTAKES COACHES MAKE

(and 9 Tips to Correct them!)



career**blast**

#1 They don't know what makes them unique.

Coaches have a lot of competition. If you simply claim you help clients gain insights, leverage strengths, and optimize growth, you'll be in like company (and lots of it, too!). You'll also sound like an unappealing commodity - boring. To extend your reach and increase your success as a coach, you must understand and articulate what makes you unique and valuable to your potential clients.

TIP!



Think about what makes your coaching different, valuable, and valued. If you don't yet have a handle on what is most valued by your coaching clients, or your 3 most compelling brand attributes, start listening. How do people introduce you or describe what you do? To augment your own insights, ask others for feedback and probe deeply. Once you fully unearth the gem that is your coaching brand, share it broadly with confidence!

#2 They don't niche.

Coaches often think if they narrow their market, they'll limit their pool of potential clients. Sorry...no! The tighter your niche, the easier it will be for you to become known, understood, valued, networked, found, and recommended by your clients—your raving fans! Although it seems counterintuitive, the smaller you make your target audience, the larger your practice will be.

TIP!



To narrow your market and broaden your success, think about your favorite clients and identify what they have in common. If you're just now embarking on your coaching practice, think about whom you would most like to work with, who would benefit most from what you offer, and who would be easiest to attract to your business. Your ideal clients will sit at the intersection of these three elements.

#3 They sell the smorgasbord.

Coaches often try to sell a smorgasbord, or a multitude, of services. Unless you have a marketing budget the size of Coca Cola's or more than 24 hours in your day, if you offer everything, your niche market will likely be fuzzy about what kind of coach you really are and what to seek you out for.

TIP!



Focus is essential to success. If you're a one-person coaching show, don't waste time trying to sell a laundry list of things that have little positive impact on your brand or your bottom line. Get clear on your unique promise of value and focus on marketing that - and only that.

#4 They undercharge.

Coaches love helping others, and they often feel guilty about charging for something that feels a bit like friendship. They don't charge fees commensurate with the value they bring. Coaches also often mistakenly discount their prices in attempt to stay competitive in a crowded market. Sadly, low prices don't differentiate you and may even undercut your reputation.

TIP!



Remember you're a professional, and professionals get paid. Charge with confidence for the value you bring and the impact you have. Professionals with strong brands charge and earn more. The more focused and stronger your coaching brand is, the higher your fees can be.

#5 They think websites are marketing.

Coaches erroneously equate having a website with marketing. It's a noisy world out there, and it takes more than a website to make your valuable message heard. While a website is undoubtedly a helpful tool, it must be only one element in your communication mix. Think of your website like a store front. Your store has little value if no one walks in.

TIP!



In addition to a website that clearly communicates the pain you soothe and the pleasure you spread, communicate with a multitude of tools that you enjoy and that enable you to reach your intended audience and deliver value to them. Consider publishing blogs or articles, speaking at live events and on webinars, or sharing video and social media content that will help your clients achieve their goals.

#6 They're lone rangers.

Coaches spend a lot of time working in isolation. Your clients are not the only ones who need to amp up their networking! Without community, you will be losing out on support from wonderful peers and lacking access to new clients.

TIP!



Get out there. It's that simple. Start connecting with colleagues in learning groups. Go to industry events, too. Your colleagues are a great referral network. But don't stop there. Figure out where your target coaching market hangs out, and show up. Finally, don't minimize serendipity. The more you pull yourself away from your desk, the more potential clients you'll accidentally meet and woo.

#7 They don't say NO.

Coaches have the helping instinct, and often have trouble saying NO. If you are saying yes to opportunities that are off-brand and not career-boosting, you're peddling fast without momentum. You'll likely become overwhelmed and discouraged.

TIP!



Start saying NO to protect and powerfully focus on your unique offering. If work that is offered to you is not aligned with your strengths and your target market, be forthright about it. Make NO a powerful networking tool by following it with, "But I'll help you find someone."

#8 They don't work while they sleep.

Coaches rely on the hours in the day, and once they're out of hours, they hit an income – and impact - plateau. Since time is finite, if you don't augment your revenue from other sources, along with upping your fees, you'll likely get stuck. So, you need some way of making money while you sleep.

TIP!



To be a wildly successful coach, start supporting your market while you sleep. While there's no such thing as truly "passive" revenue (because everything takes effort!), if you're a seasoned coach, use your intellectual property to develop products and services – books, videos, and e-learning – that will sell while you get your beauty sleep.

#9 They don't invest in their best asset.

While coaches are big on supporting others, they are reticent to seek support themselves. They don't invest nearly enough in their own practices. They often look at hiring coaches or consultants as expenses and not investments. And they're more likely to invest in yet another assessment certification, before investing in growing their own business.

TIP!



Change your mindset. Spending on growing your business is a wise investment, not a frivolous expense. Invest in the best resource to achieve the awesome careerblast that you dream of! With a careerblast, you'll achieve both the impact you want and the income that you deserve.



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