

'Be your Own Business Coach'



Stop working so hard and start achieving more!

Having the business you desire can be easy – as long as you have just that: **DESIRE**; to achieve it, you follow your instincts and are open to opportunities; however they present themselves. You take action and have accountability for your goals. Here I'm addressing the 5 commonly posed problems from the business owners I work with. Ready...?

Life and Business Coaching go hand in hand, so also sign up for my 'Be your own Life Coach' tips too.

- 1. How do I set goals –** Firstly understand what it is that you desire to achieve. Setting goals is a key part to moving forward with any major change. Understand **what** it is you want **how** you will get there and then start **taking action**! Wave a magic wand, imagine there are no obstacles, no limiting beliefs – you can have exactly what you want! See the 'Taking Action' Section.
- 2. Finding Clients - Who are your customers? –** An obvious question often overlooked by business owners; **HOWEVER, so, so** important! Think about your ideal customer, that person you love/d working with. Now, what do you know about them? How did they feel, how do they feel after seeing you: what problems did you solve, where do they hangout, why are they choosing you? **Write down everything you know about them.**
- 3. Closing prospects –** Make it a foregone conclusion. The client has approached you, so there must be something that they're interested in buying from you. Again, think about your ideal client – how did they buy from you, what process did they go through? If in doubt go back and ask them. Go on, be brave. Replicate it.
- 4. How do I demonstrate my credibility - Be the expert** – Believe in yourself, if you don't how will your customer? Luckily confidence is a learned skill. Give yourself a boost; write down everything you've achieved. Ask your customers for testimonials about your products and services and believe them! What do you **WANT** to earn. Add value and then ask for it!
- 5. How can I create a passive income –** every business owners dream right? Earning while we're not 'working'. What can you offer to your customers that can be packaged up and sold wherever and whenever in the world? Think creatively. This idea may not jump & hit you in the face: it took me a while. So, just put the question out there and keep coming back to it...How can I create a passive income?

Taking Action

Now, let's take five steps towards what you want to change or achieve. Look towards your goal: 'I will be...I want to be...'

Step 1 Use this space to write down EXACTLY the one main thing that you want to achieve. Be S.M.A.R.T (For now wave that magic wand, forget about restrictions, obstacles, limiting beliefs etc. **BE BOLD!**)

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Step 2 Write down at least 5 ways or things you could do to achieve your Step 1 goal. Keep an open mind.

1.....

2.....

3.....

4.....

5.....

Step 3 Now choose one 'easy' or 'least scary' things from the above list that you can take action on immediately & write it out in full starting with: 'I will...' and finish with a deadline for completion.

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Step 4 Now choose the next 'easy' or 'least scary' things from the above list that you can take action on immediately & write it out in full starting with: 'I will...' and finish with a deadline for completion.

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Step 5 Share your goal and actions with a trusted colleague. This will give you the accountability you need. Ask them to ask you how you got on with the action after your deadline date.

Colleague.....

Shared: Yes

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Tips Add an image/s to this goal. Rip out of a magazine

Write your Step 1 on a smaller piece of paper & carry with you, visualise it & repeat it every day!