10 TIPS FOR CHOOSING A GREAT BUSINESS COACH*

** Who is a perfect fit for YOU!*

LEARN HOW TO CHOOSE THE BEST COACH TO BOOST YOUR INCOME!

Written for YOU by Coach Dan Gordon

DAN GORDON ENTERPRISE LLC

An Executive Coach + Speaking Company

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Thinking about hiring a *business* coach? **Outstanding!** Working with a **great** business coach will open your mind to *exciting* new ways of achieving **success** and increasing **income**. But unfortunately, it's often hard to tell the *good* coaches from the **bad** ones who do *nothing* but take your ***money.*** This guide will show you how to distinguish the *bad* coaches from the **great** ones while also showing you how to find that *one* business coach who is a *perfect* fit for ***YOU!***

"Hiring a coach is the *fastest* way to *GROW* your income and achieve great new *SUCCESS!*"

Coach Dan Gordon

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TIP 1: CHOOSING THE RIGHT BUSINESS COACH IS A LOT LIKE DATING.

When choosing a coach, just like in *dating*, listen to your **gut** reaction. If you don't feel a ***safe*** connection with them right away, *move on*. Moreover, if they try to ***pressure*** you into hiring them, it's no different than a date pressuring you to go *home* with them. A **great** coach is just like a great **relationship**. You must feel *immediately* comfortable and confident about taking the *next step*.

"In your *free* session, a *GREAT* coach offers help without trying to *sell* you."

Coach Dan Gordon

TIP 2: YOUR FREE SESSION SHOULD NEVER BE A SALES PITCH.

Most coaches will offer you a **free** session. However, if that session feels like a **sales** pitch, walk away! They only want your ***money*** and have no *intention* of helping you. *Great* coaches **love** providing people with help for *growing* their business even when they **aren't** being paid for it. Your coach should give you at least **five** new ideas for *increasing* your income during your *free* session. If they don't provide excellent **advice**, don't sign up with them!

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TIP 3: GREAT COACHES HAVE MANY VIDEO TESTIMONIALS.

Most coaches will have a *few* video **testimonial** videos of happy clients. *Great* coaches will have at least **twenty!** Remember, any coach can get their *friends* to do a few **fake** videos. The best coaches have worked with many clients who are *excited* to share their **positive** results of working with that coach. If your business coach *doesn't* have a video with at least a **dozen** clients happily endorsing them, they probably *aren't* very effective.

"*Great* coaches have clients who are *excited* to share their *positive* results."

Coach Dan Gordon

TIP 4: SHOULD YOU WORK WITH A "CERTIFIED" COACH?

You wouldn't choose a **doctor** without a medical *degree* or a lawyer who didn't pass his bar exam, so it seems to make **sense** to choose a coach who has been **certified**. Sadly, coaching certification is **nothing** like a *license* for a doctor or lawyer. Coaching schools **sell** their certifications to *anyone* who will **pay** for their program. So choose your coach based on the *number* of happy **clients** rather than a piece of *paper* on their wall.

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TIP 5: THEY SHOULD HAVE A LONG HISTORY OF HELPING PEOPLE.

Great coaches have helped *many* people, clients, and ***non-clients***, over many years. They *donate* their time. They write *books* to help those who can't *afford* them. They look for opportunities to **give** their services away to people who *need* them the **most**. Ask your coach about their *long* history of **service** in helping others. If they can't provide it, they are probably **only** interested in helping *themselves*.

"Ask your coach about their long history of *helping* both clients and *non-clients*."

Coach Dan Gordon

TIP 6: ASK ABOUT THEIR BIGGEST FAILURES IN LIFE.

Why would you want a coach who has **failed?** The fact is that *great* coaches are ***constantly*** trying new things. Some of those things *don't* work. Yet, their *failures* have taught them how to learn from their **mistakes**. Coaches who have failed know how to **help** you to *NOT* get discouraged when something goes *wrong*. Most importantly, great coaches will show you how to **avoid** the *BIG* mistakes they have made, which will save you **time** and money.

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TIP 7: WILL THEY HELP YOU EARN BACK YOUR MONEY?

Great coaches take *full responsibility* for your **success.** When you are interviewing a coach, ask them about their **plan** to help you *earn* back *all* the **money** you will pay them *(plus a lot more)*. If they give you a *lame* answer like, *"You get out of it what you put into it,"* walk away! They are setting you up for **failure** and will take no *responsibility* for it! Instead, your coach should work to *help* you earn back your **investment** with them as well as help you ***increase*** your income *permanently!*

"A *great* coach will have a plan for you to *earn* back the *money* you paid them."

Coach Dan Gordon

TIP 8: ASK TO SPEAK WITH THEIR OTHER CLIENTS.

Before hiring a coach, don't be **shy** about asking to speak with a few of their current and **former** clients. If they say something like, *"Don't you trust me?"* Tell them that your **trust** must be earned! *Every* client you speak with should report a ***positive*** experience with that coach, start to finish. Make sure you ask them *how* the coach helped increase their **income** and improved aspects of their life **beyond** just growing their business.

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TIP 9: THEY MUST BE A MASTER OF SALES TRAINING.

Selling is the one skill at which **every** entrepreneur must learn to *excel*.

Learning to sell more *effectively* is the primary way to **grow** your business.

Great coaches start right away, providing *easy* sales training that ***immediately*** starts *helping* you close more **deals**. Before you choose a coach, ask them about their sales *training* process. If they don't have one, *move on!*

"Great coaches offer *sales training* that helps you close more *deals* immediately."

Coach Dan Gordon

TIP 10: THEIR CONTRACT SHOULD BE IN AN ONLINE FORM.

Your coach should have their coaching program **clearly** outlined in an *online* form where you can also *sign up* and enter your credit card info. You **don't** want a coach who sends you a **pdf** that you have to *fill out*, send it back, and then *Venmo* your payment. An *online* intake shows they are on top of **technology** and have the know-how to *streamline* your income process. Great business coaches are *tech-savvy*, so they can help their clients take every advantage for **success**. If your coach doesn't have an up-to-date income process for *themselves*, they won't be able to help **you** either.

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HELLO FROM COACH DAN GORDON

Hi, I'm Coach Dan Gordon, with one ***simple*** question.

What could you accomplish in life if fear and self-doubt were no longer a factor?

For over two decades, I've helped over a ***thousand*** entrepreneurs **massively** increase their income, enjoy more **free** time, and simply have more ***fun*** in their business lives. If you'd like to know the *thrill* of living life **unlimited**, **CLICK** to book a **No-Cost Consultation**.

I *won't* sell you anything, but I will show you how ***badass*** your life can be!

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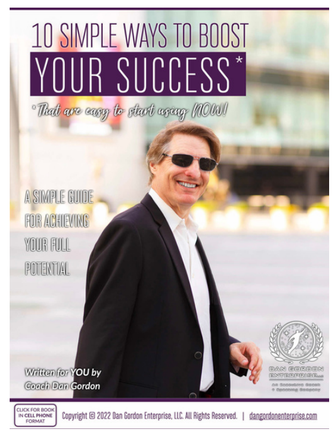

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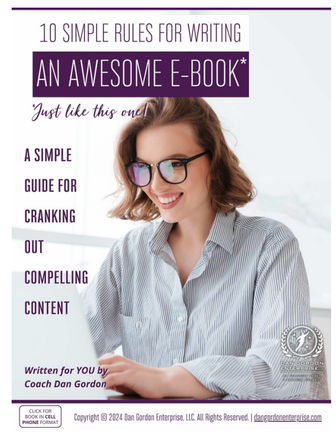

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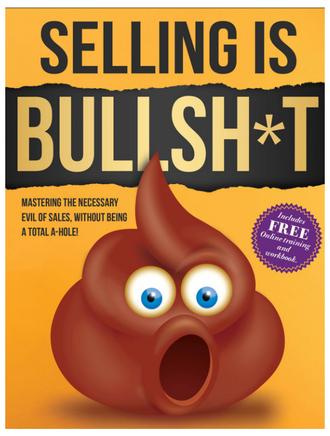

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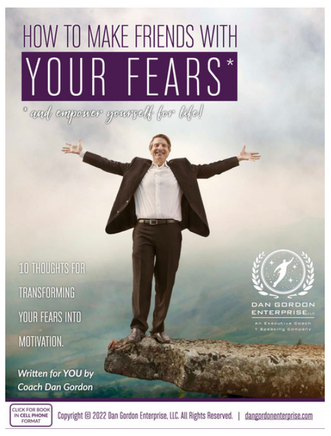

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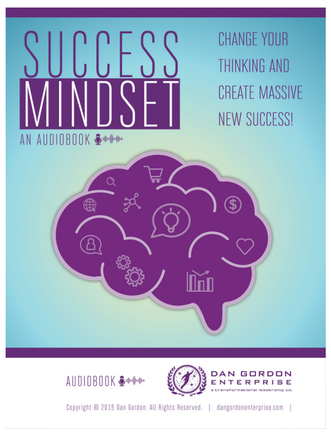

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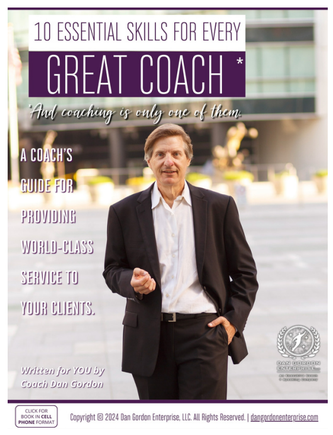
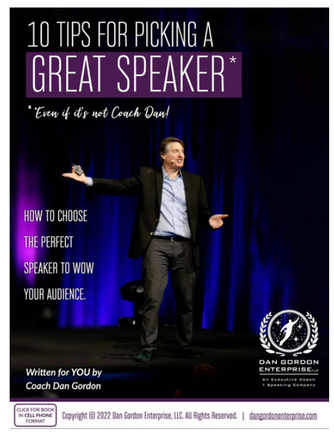


10 Vital Skills Every Coach MUST Have



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