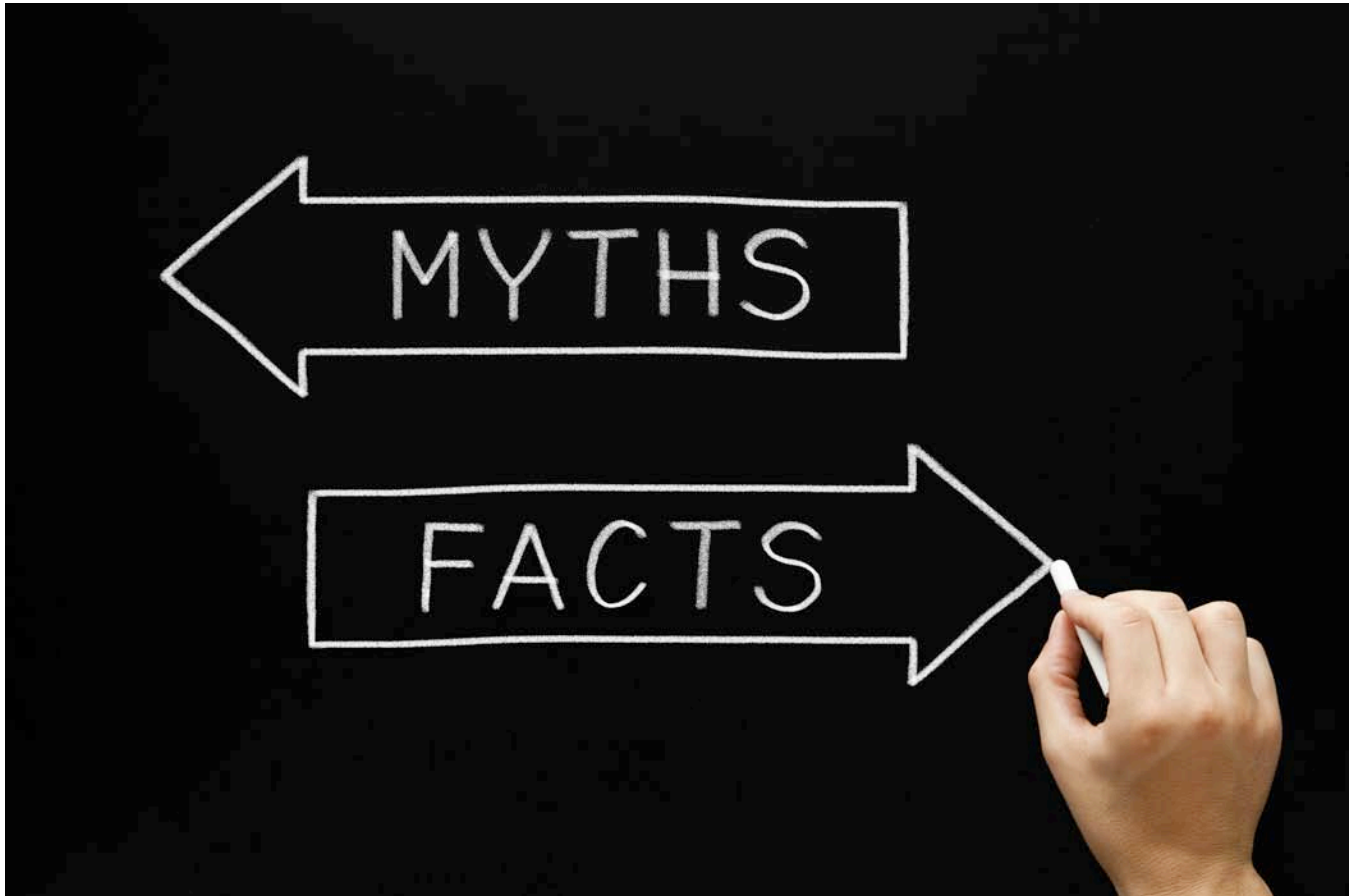


# 16 COMMON FALSE BELIEFS ABOUT COACHING THAT YOU SHOULD KNOW



Maybe you've had a coach and feel you know what coaching is all about. Maybe you're brand new to coaching and curious about what you could gain by entering into a coaching relationship. Or maybe, you feel you're doing just fine and you can't see the point of getting a coach.

Well, you landed in the right place. I wrote this article with you in mind.

Coaching is a relationship, a deep, intimate and powerful one that can be transformational to your personal and professional life, as long as it happens with the right coach.

I have experienced this both as a client and as a coach. Let me explain.

Since I started my coaching program, I've spoken to hundreds of individuals who have inquired about my help. Some of them became amazing clients and coaching has served them on a life-changing level: they got 40% raises at a new dream job, they received massive promotions and recognition at work, they started a business that had been in their "head" for a decade, or they doubled or in some cases, tripled their income. Each client story is unique but here's what holds true for all of them: For the first time in a long time, each of them found a sense of fulfillment, purpose and true identity in their work and their lives.

I celebrate these individuals and their successes. They took charge of their destiny, they owned up to their dreams, and they took deliberate action to achieve results through the power of coaching.

But the rest of the individuals I spoke with were not quite ready to commit to their goals, their dreams and essentially, to themselves. They would have deeply benefited from coaching, but something held them back and so they opted out when they so badly needed help and support and guidance.

**Here's why they didn't act: They did not understand what coaching is all about.**

In the process of inquiry, it became clear to me that most of us - including my old self - hold large misconceptions and myths around coaching. This misinformation on what coaching is and isn't can hold back even the smartest and most accomplished among us from making the right decision at the right time.

My own false beliefs about coaching held me back for years from creating real momentum in my business. I knew I was capable, yet I didn't ask for help. It was not until I hired my first coach - after overcoming massive resistance - that things began to shift in a great way.

Today, I run a successful 6-figure business, doing what I love, serving customers and clients who get immense value from my work, working and traveling with my husband, and fulfilling my life purpose. I would not have accomplished all of this without first investing heavily in my own growth and development through coaching.

In other words, coaching - something I used to be very skeptical about - was the enabler that turned around my business and my entire life in a way I could not have imagined.

And I want that and more for you.

My intention here is to help you get a crystal clear understanding of the benefits of coaching, to bust the myths and false beliefs around coaching, and to help you envision the

transformational changes you can create in your life and business with the right coach by your side. In the process, you get to decide whether coaching is right for you.

Ever wonder what the right coach can do for your personal and professional life? How can the changes you create together manifest into real opportunities and acute growth on levels that you could not reach on your own? And why would a smart, driven and successful person such as you need a coach?

Ready for a whole new paradigm? Here goes. Below are the sixteen most commonly held false beliefs about coaching:

## **FALSE BELIEF #1: YOU'VE ALREADY TRIED EVERYTHING. A COACH CAN'T TELL YOU ANYTHING YOU DON'T ALREADY KNOW.**

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You don't know what you don't know. Ever heard that expression? It confused me when I first heard it, then it fascinated me! Let me explain.

So you know that you don't know how to speak Chinese or how to fly an airplane or how to safely feed a baby lion. Those are things you know that you don't know. It is information that you know exists outside your own realm of knowledge.

But then there are things that you don't even know. Those are what we call blind spots, and blind spots are notorious. Imagine a problem you don't even know you had, yet having it hurts you, your career or your business all the same.

For instance, in one of my coaching calls, I explained a blind spot that was sabotaging my client's success: the negative impact of her communication style on the outcome of a workplace negotiation worth a lot of money. She had no idea that her communication style was even a problem, and would never have known to look at solving that for the simple reason that she was unaware of its existence in the first place.

As a result, I taught her how to adapt her behavioral style situationally and with the new change, she was able to win over the negotiation with an extremely favorable outcome.

You see, the right coach is able to identify your blind spots, and point them out to you, and with that awareness, you work together on a solution that makes sense for you. Without this insight, you remain ignorant about your blind spots, and thus could miss out on huge opportunities in your business, your career and essentially, your life.

So as it turns out, a coach can tell you what you don't already know.

## **FALSE BELIEF #2: COACHES ARE SIMILAR TO CONSULTANTS WHO JUST TELL YOU WHAT TO DO.**

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A coach and consultant are not the same and it's important to note the difference. You may have heard of expensive consultants that companies bring in to evaluate the problem at hand and promptly tell them what to do about it. I used to work with some back at my old corporate job. Consultants get paid for their particular area of expertise, such as increasing employee retention or organizing digital data more effectively or structuring efficient projects with less resources.

Consultants have to be information junkies on their topic because that is their one asset. Coaches, however, are not like that.

A coach is far more than a consultant. While a coach does have one or more areas of expertise and can help you solve problems while wearing their consultant hat, it is far from their only asset. Coaches approach client challenges from the perspective of exploration, understanding, root cause analysis, examining belief systems, and arriving at the right custom solution that works for the client's specific needs.

As a rule, coaches ask, while consultants tell. And if you just want to be told what to do, a consultant may be the way to go, but if you want to be challenged and think for yourself and become a part of the solution, coaching is the way.

For instance, say you want help to build a big mailing list to increase your online business. A consultant would ask you what you want and jump in to tell you how to do it. A coach would take a different approach. She'd first ask you questions such as: What is your desired outcome with building a big mailing list? How did you arrive at this as the best solution? What is your budget and time for building this mailing list? How does it all align to your true vision?

Then and only then would I proceed to establish the right strategies for building a sustainable and growing mailing list for you. I would then share my expertise around building large mailing lists and outline the step by step process that makes the most sense for your business.

Coaches wear the hat of a teacher, an educator, a facilitator, a mentor, an advisor, a cheerleader, an accountability partner and even an unreasonable friend. A coach challenges you, ask you questions that make you think for yourself, and always tells you the truth. And in that, they are nothing like a consultant.

### **FALSE BELIEF #3: YOU HAVE VALID REASONS TO PUT OFF COACHING UNTIL YOU FIGURE OUT WHAT YOU NEED FIRST.**

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Let me ask you: What comes first, the clarity and vision around what you want or a coach to help you get there? If you're thinking you want to get your act together before hiring a coach, you may have it backwards. Let me tell you why.

The coach is there to help you get clarity. The coach is there to help you crystallize your vision.

Very few people have total clarity around their true priorities. Fewer still are in charge of their time and energy but you know what? Successful people do.

All successful people have two things in common: (1) absolute clarity around their priorities and vision and (2) a coach by their side all the way there.

Their personal growth and development on the journey to greatness is not something they put off or take lightly. They work with a coach to get continued clarity as they move toward their end goals. They use their coaches precisely when they have doubts or when they "don't have their act together" because they know that they can't see the full picture by themselves when they are inside the frame. They also know they have a limited vision of the world and a coach can help expand their lens of vision and encourage them to consider possibilities outside the realm of their own thinking. They also have a coach to keep them accountable to their ultimate vision.

This is the true essence of high-level sustainable success that you would not want to put off.

## **FALSE BELIEF #4: YOU HIRED A COACH BEFORE AND IT DIDN'T WORK, SO YOU KNOW COACHING ISN'T FOR YOU.**

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You or someone you know hired some coach in the past and it just didn't work out. Therefore, somewhere in your mind you decided that coaching must not work based on this data point. While it would be right to say that coaching did not work in that particular instance, it'd be false to make a general assumption about all coaching.

This self-limiting belief of ruling out the whole of something because of your own or someone else's bad experience will stop you from achieving your breakthrough goals every single time.

This would be like finding fault with all marriage or teachers or parents or business partners just because of the failed attempts.

You know that there are great marriages, great teachers, great parents and great business partnerships because under the right circumstances, magic happens!

Coaching is the same. The spark of magic would only happen when you find the right coach for your needs. The right coach makes you feel heard and understood, the right coach is able to spark enthusiasm and motivation in you, the right coach works in a style to which you respond well and the right coach has the professional pedigree in guiding you along your struggles and triumphs.

So let go of your or someone else's bad experience and create the right one this time.

**FALSE BELIEF #5: YOU ARE SECOND GUESSING YOUR ABILITY TO REALIZE YOUR BIG DREAMS. ONLY VERY FEW GET LUCKY LIKE THAT.**

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Picture a super successful person whom you admire, one who has reached the heights of success you only dream about. Now, ask yourself: Back when she started out, did she wait for permission from anyone to dream this big? Did she check in with her lucky stars to see if her big dream was possible? Or did she simply allow herself to dream, to think past her circumstances and to go make it happen?

If you are second guessing your ability to realize your big dreams, you suffer from a scarcity mindset. This mindset keeps you trapped in such a way that regardless of life's opportunities and circumstances, you stay stuck in your story.

An abundance mindset can open the whole world to you. Our successful heroine above knows this truth. In fact, she exploits this truth! She knows about her one great asset that nobody can take from her: her mindset. That is the differentiator between her success and her failure.

The good news is that you can choose your mindset. You can retrain your brain. The right coach can help you see the limiting beliefs that hold you back, and help you cultivate an abundance mentality that breaks through your self-imposed barriers.

So let yourself become one of the "very few who get lucky that way".



## **FALSE BELIEF #6: YOU COULD FIGURE IT ALL OUT ON YOUR OWN. AFTER ALL, THAT'S WHAT GOOGLE AND BOOKS ARE FOR.**

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Sometimes, I hear a potential client tell me that she'd like to work with me, but she's going to try and figure it out on her own first. She wants to "Google it" and look up some books on the topic. And I can't agree more with her approach to finding out information. After all, I regularly assign reading material and books to my clients as part of our work.

The question becomes this: At what cost are you figuring it all out on your own? After all, the knowledge isn't in a couple of blog articles and a stack of books from the local library! That is called information overload and is rarely helpful.

The selective knowledge that you seek comes from years of experience, expertise and refined skills that your coach has accumulated over thousands of hours of experience, research, and growing their own business and professional selves. You get this delivered to you in sound bites as needed and as applicable to your specific circumstances during coaching.

Often, what my own coach has told me in 10 minutes or less has saved me not only hours of "Googling" and reading, but also potential costly mistakes in my business.

While mistakes can be educational in hindsight, they generally cost you money, time and energy. Do you have a whole lot of that to spare? As a smart, driven, successful person, I am willing to bet that you most certainly don't, and that you'd rather prevent wasting your time or making those mistakes in the first place.

## **FALSE BELIEF #7: YOU CAN BOUNCE OFF YOUR PROBLEMS AND IDEAS TO FAMILY AND FRIENDS AND GET JUST AS GOOD FEEDBACK.**

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Let me ask you: Who in your circle of family and friends has done what you want to do, and experienced what you are struggling with, and can relate to your situation in a way that enables them to really help you?

Having the support of family and friends is great on any journey, personal or professional. Sharing your struggles and challenges with them, having their encouragement and asking their opinion can be uplifting no doubt.

But is it fair to expect your family to help you navigate your complex career path or specific business challenges without having the know-how and expertise of a trained professional?

Can you gain the same insights as to what you need to do on a sales conversation with a client or a bonus negotiation with a boss from people who care about you but do not have the slightest knowledge how to best guide you?

A while ago, I spoke to a potential client who desperately wanted to sign up for business coaching to get out of a rut that she had been in for 12 years. Right before she made the decision, her sisters and mother insisted that she not “waste her money” but instead, rely on their support to get through. She obliged. I checked in with her two years later to see how she got on with her business dream. She said she was in the same exact place in her career with the same frustrations as before, but at least she felt supported and loved by her family.

This is a classic case of confusing family support with professional coaching. If all you need is love and attention while going through a hard time, then family and friends are the best place to get it but if you want to resolve your challenges rather than just talk about them, if you’ve wasted enough time in your unhappy place and are ready to move past it, and if you want to change and actually reach your goals, then professional coaching is the way.

***If you just want to feel good about your problems, then you don't need a coach! Your family and friends can do that for you.***

## **FALSE BELIEF #8: YOU NEED A COACH BADLY NOW BUT YOU WILL HIRE ONE AS SOON AS YOU HAVE MORE MONEY IN YOUR BUSINESS (OR CAREER).**

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Tell me if this resonates with you: You know you need help to get to the next level in your career or business. You also believe that the right coach can get you there faster and easier. But you tell yourself that you can't quite yet afford to hire a coach until you have closed more business, acquired more clients, or brought more income home.

This lack of congruence is extremely common, and for good reason too. You want to make "more money" in order to "afford the right coach" who will then help you make "even more money".

But there are two hidden flaws in this logic:

1. The "more money" is the very problem for which you need guidance and direction from an expert now - not later.
2. The delay in hiring a coach wastes more money, energy and time as you try to figure it all out on your own.

The most successful people I have worked with always made a conscious decision to commit to coaching now as opposed to waiting and hoping things get better later. Even if the investment were a stretch for them at the start, in the end, they came out ahead of those who wait without a sense of urgency.

This paradox of waiting for until you have more money before hiring a coach might make a decent argument in your head, but there are real costs to waiting and you pay for it with your valuable and limited resources: your time, money, and energy.

What's more important to you, results now with the help of a professional or results later with or without the help of a professional?

## **FALSE BELIEF #9: YOU'RE DRIVEN, SUCCESSFUL, AND SMART, AND YOU GOT THIS FAR ON YOUR OWN. WHY GET A COACH NOW?**

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I work with a lot of smart, successful and amazing individuals. These individuals believe in the power of coaching with all their hearts. They know that coaching helps smart and successful individuals like them be smarter and more successful. They know they've made leaps in progress that they could simply not have done on their own without coaching.

Sure, they have a great track record of accomplishment a mile long, they are driven and goal-oriented, they are responsible and committed and don't need hand-holding on the road of success. Yet, they see the value in coaching and continue to invest in their own growth and development with the right coaches. Why?

In fact, the statistics on this are astonishing: The more successful and accomplished and wealthy an individual, the higher their investment in coaching.

Again, why? Why do these successful individuals not keep going on their own?

Because they understand this: What got them to one stage won't get them to the next.

See, what has worked so well in your success up to now won't necessarily work when you are going for the next level, and the next one and the one after that.

Listen, if you're thinking hiring a coach sends the message that you are not smart enough to figure it all out on your own, banish that thought. As those driven successful individuals will tell you, you need a coach precisely because you are driven, successful and smart.

## **FALSE BELIEF #10: YOU HAVE BIG GOALS AND LARGE AMBITIONS YET UNWILLING TO INVEST IN THEM AT THE RIGHT LEVEL.**

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I remember a conversation with an extremely ambitious prospect. He was a director of a large company and wanted to start his own coaching business. He had no coaching experience except some random mentoring he did for his staff. Everyone told him he'd make a brilliant coach and he was ready to set up his own "lucrative coaching business" and needed my help. Yet he couldn't imagine paying more than \$100/hour for the ambitious results he wanted to accomplish.

I asked him if he envisions himself becoming a highly paid professional coach charging thousands of dollars for his services. "Yes of course!" he claimed with great confidence. He certainly didn't have plan to become a \$100/hour coach!

So he wanted to build a lucrative coaching business for himself with the step-by-step how-to guidance, support and expertise of a professional coach, but he was not willing to pay more than "\$100/hour"!

Sadly, I had to turn down this prospect for two main reasons. First, this person did not grasp the concept of return on investment (ROI). He was not willing to invest in the big outcomes he dreamt up. He wanted all the 6-figure and 7-figure business trade secrets at the cost of "\$100/hour". In other words, he wanted to wear Armani but pay Walmart discount prices for it.

Second, he did not appreciate the value of professional coaching whilst wishing to become a professional coach himself and that conflicted with my own inner value of integrity.

If you want to get to the next level in your career or business, that jump requires a move from where you are in investment of time and money to a new level. And you know what? You have to be worth the investment if you want to be worthy of the outcome!

***Here's what it comes down to: You have big goals and large ambitions, you know you are meant for great stuff, yet a part of you is unwilling to invest in them at the level necessary to make real leaps. This irrational resistance will talk you out of coaching every single time.***

## **FALSE BELIEF #11: DEEP DOWN, YOU QUESTION WHETHER COACHING WILL EVEN WORK FOR YOU.**

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I ask all my clients before they sign on to my coaching program that they come into this relationship believing that this will work. If there is some skepticism or doubt as to whether the coaching will work for them, we would resolve that before we begin.



One of my clients had a high level of skepticism before we started our work. After digging deeper, she confessed that “nothing ever works for me!”, and she went on to tell me that she signed on with a gym membership but didn’t go past the first week, and she had started a new writing program and gave up after a couple of days, and she was sure coaching would be the same. It wasn’t. Her lack of accountability combined with self-destructive habits had held her back in all the previous promises she had made to herself.

Once we were able to identify those habits, break the patterns and replace them with beliefs and habits that served her well, she was able to have a breakthrough and complete transformation after a year of coaching and believing in herself.

So if you are questioning whether coaching will work for you, ask yourself what makes you feel this way? Why would it not work? What are you telling yourself that brings you to this belief? And who was holding you accountable in the past besides yourself toward the missed goals and dreams?

Look, if you could have done it on your own, you’d have probably done it by now. Why not have a powerful coach on your side this time around?

## **FALSE BELIEF #12: YOU ARE CONCERNED BECAUSE YOU SEE COACHING AS POSSIBLY THIS CHEERLEADING RAH-RAH NOTION.**

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A few years ago, I helped a client establish an exit plan from his 25-year corporate job into a multiple income-stream business leveraging his best ideas with the right time frame and structure. He was thrilled with the results we accomplished and shocked as to how this experience reshaped his notion of coaching. I asked him what he meant by that. He said that he had always seen coaching as this “cheerleading rah-rah” notion and nothing more. He had coached his daughter’s basketball team in the past and the cheerleading was a big part of his coaching. Naturally, he had wondered if a “cheerleader” coach would be helpful when he was making major life decisions around leaving a corporate career and establishing a business while providing for his family. It turns out that our coaching work had been far more than cheerleading!

Coaching had transformed his entire approach to living the rest of his life. Coaching had awakened his true values and realigned those values to a business and career that made sense for him. Coaching had helped him create a healthier lifestyle, eliminating stress and confusion of the life that he had before and replacing it with a purpose-driven path that he could feel excited about.

And cheerleading is important. Tell me, when you think about your experience in sports or athletics, or your best teacher, or your best boss, did you not benefit from having that cheerleader on your side when the going got tough? Did you not need to hear that someone believed in you and saw you through to the end, even if you didn’t believe in yourself 100% of the time? Of course you did.

So while coaching is not about rah-rah cheerleading alone, what you do end up with when you find the right coach for yourself is someone by your side helping you celebrate your wins and get you through your challenges and losses with less downtime and prepare you as you set out to accomplish the seemingly impossible.



## **FALSE BELIEF #13: COACHING TAKES TOO MUCH TIME AND YOU DON'T HAVE ANOTHER MINUTE TO SPARE.**

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If you are too busy to add yet another thing to your calendar, you are not alone! This is the condition of our existence in today's world. But how are you spending your time? Is everything that you do important, urgent, and necessary for your life's goals? Is it possible that there are things that you feel obligated to do yet you would be better served without?

We have the same amount of time. So how is it that some of us are always chasing time and the rest are able to do so much with it? What is it that the accomplished and successful are doing that you are not doing?

To be totally transparent with you, this was the part of coaching that gave me the biggest pause before hiring my business coach. I was already busy doing so much, and for all I could say, every single project and task was "critical". I wondered where I would carve out time to get a coach and do my homework?

Well, I realized that by not getting a coach, I would continue to be as busy as ever, but the results I'd be creating by this busy-ness would get me no closer to my goals. I was actually wasting time doing things that were neither essential nor important.

Hiring a coach was more about using my limited time effectively and efficiently in order to accomplish my goals faster. So I carved out time to hire my coach. My coach first helped me drop two projects that were taking up a lot of time while producing little results. That opened up my calendar with more time and energy that I could now dedicate to what really mattered. The result: A 4-fold increase in the business in 2 months!

So the real question is not whether or not you have "extra time". Nobody has that. You are busy with lots of responsibilities. A lot rides on your shoulders. But are there things you are doing things out of obligation or being unable to say no? Are you feeling frustrated that you are not able to spend your time as wisely as you could be? If so, the right coach can quickly help you figure out what is essential and relevant given the outcomes you desire.

In fact, it's not uncommon that my clients become less busy and more productive after we get clarity around their priorities and put a high level of on-going accountability in place for them. Who are you accountable to with how you spend your time and energy?

See, if there is a result you are after that you do not have yet, I promise you it's because you are not prioritizing the right things. It is not about finding more time in the day but using the time you have so well that you get the outcomes that matter to you and - the best part - you get more time back for fun and play in your life.



## **FALSE BELIEF #14: COACHING IS LIKE HAVING A THERAPIST.**

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Coaching can look, to the uninformed public, like therapy because of its commonalities.

They are both delivered in a similar format, over the phone or face-to-face. They are both intimate and deep and personal. They both aim to take you from the place you are to the place you wish to be. But that is about where the similarities stop. Yet those who have never experienced coaching may base their opinion of coaching on this limited view.

In reality, coaching and therapy are vastly different. Coaching focuses on the winner mindset whereas therapy serves the victim mindset. Coaching focuses on your future whereas therapy focuses on your past. Coaching helps you understand your values, goals and dreams at a deeper level to better develop your future whereas therapy delves into your childhood and your past to help you recover from life's hardships and their impact on you.

Coaching is about discovering your new life ahead with very few "visits" to the past if needed, all to serve your present and future, whereas therapy spends a majority of the time in the past to help you to continually uncover and recover.

Coaching helps you learn the right mindset and skills to build on sustainable success whereas therapy focuses on helping you recover from old pains. Coaches are in more of a partnership and collaborative space with their clients whereas therapists are in a doctor-patient mode of operation.

Also, while coaching does not carry the stigma that is often (sadly) associated with therapy, both forms of seeking help are invaluable and apply to the right situation. The question is which is right for you now that you see the vast differences between coaching and therapy?

## **FALSE BELIEF #15: COACHING IS THIS “WOO-WOO” STUFF ABOUT ‘HARNESSING THE POWER OF THE UNIVERSE’ OR ‘ATTRACTING YOUR GOALS’ AND YOU’RE NOT INTO THAT.**

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Coaches come in many styles. They get creative and authentic in how they approach the work with their clients. Given that, it is impossible to put all coaches in one box!

Those who need coaching fall on a large spectrum of needs and desires. Some actively seek out the “woo-woo” approach. To them, it translates to spirituality, the warm & fuzzies, and that is what is essential for their success. Luckily, the world has coaches who are eager to serve that clientele extremely well.

Others may prefer a more direct, logical and clear-cut approach to moving ahead and getting results and the world also has coaches who are delighted to respond to that clientele.

This is yet another reason for finding the type of coach who can respond to your specific needs. Together you can decide whether you prefer the soft and spiritual approach to the direct and logical one or vice versa.

The larger point I’m making here is this: Not all coaching fits into the “woo-woo” box, and while the rise and fall of phenomena such as “The Secret” may play a role into how coaching is perceived by the general public, rest completely assured that you will always be able to find a coach whose style will be a perfect fit to yours.

In my coaching, I do not concern you with “harnessing the power of the universe”, but I do teach you about harnessing the power of yourself. You learn how to be in better control of your inner thoughts and how to take charge of the way those thoughts lead to decisions and actions in your life, and that is the real power of my coaching style.

## **FALSE BELIEF #16: YOU DON'T THINK YOU CAN AFFORD A COACH.**

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You know you could benefit immensely from a coach. You are tired of being stuck or feeling trapped. You are more than ready to make a change and you don't want to do it alone, but you tell yourself that you cannot possibly afford a coach.

This was the story I told myself and completely believed. As a result, I continued to figure things out on my own, a process that was painful, stressful and expensive. I was pulled in so many different directions from random people and on so many projects that none was able to take off completely. My business was doing okay but was not anywhere close to where it is now. That happened as a result of the ongoing investments I've been making in coaching and mentoring.

The result? I have grown my business more than 10x where it was before coaching. The return on the investment I have made on all the coaching is multi-fold. Looking back, the only regret I have is the time and money I wasted without a coach.

Now sometimes, the results of coaching are completely measurable, and you can see the Return on Investment (ROI) in dollars and cents. Other times, the results are intrinsic, but they still carry significant ROI. Let me ask you: What is the ROI for helping you gain genuine confidence which then enables you to triple your prices, walk onto stage to deliver a great speech, approach your boss for a promotion, or make a career move you were terrified to make before?

Can you afford for your business not to make the money it could be making for another six months, a year or longer? Can you afford for your career to stay stagnant for another five to ten years?

To think bigger about this, answer this: What are the actual consequences of you not getting the help and guidance of an expert right now? How will you know if you're on the right path leading to where you want to go since you've never gone down that path before? How long will it take you and how much will it cost trying things at random, hoping they work?

Why is it that 100% of highly successful people have not one but multiple coaches?

***Before you decide whether you can afford a coach, examine whether you can truly afford not to have a coach.***

Now if you are saying, "Yeah but of course, they can afford it!", I'd say this to you: These people did not wait until they were massively successful or wealthy to get their coach. Most invested in coaching at a time when they were struggling the most.

The consequences of you not investing in yourself and not getting a proven solid plan to lead you to your goals is just too great a risk. Are you willing to take that chance on the goals and dreams that you value so much?

When you say you can't afford a coach, what you're really saying is NO to investing in yourself. You are saying what you want is not a priority now and that you'd rather wait and see, try out longer on your own, and hope things get better.

That is not the mindset of a winning, growing, and successful individual, and if you are reading this, I know you belong in that category.

My personal experience has been this: Making the wrong choice can cost you far more than the right coach can cost you. You just win all around when you have the right coach!

## SO IS COACHING RIGHT FOR YOU?

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My hope is that you now see coaching in a new light so that you can make the absolute best decision for yourself and your future.

If after reading this article, you feel highly confident that you can achieve all of your goals and aspirations in business, career and/or life on your own without the help of a professional coach who's been there and done that, then go for it and be so kind as to share this article with at least one person that may benefit from it.

However, if a part of you wants to explore what it would be like to have the right coach by your side, supporting you and guiding you, holding you accountable and showing you the best way to move ahead, then empower yourself with the right coach. Give yourself the permission and the worthiness to have an ally and a partner by your side on this journey.

***“You can’t see the whole picture from inside the frame.” - Les Brown***

## **IF YOU FALL IN THE SECOND CAMP, MAYBE WE SHOULD TALK.**

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Coaching is a powerful and intimate relationship, and finding the right coach, as we have said here, is essential to the success of that relationship. If you are wondering whether we would be a good match, let's talk.

Are you an entrepreneur and ready for the next level of growth and revenue in your business? If so, go ahead and fill out [this short form](#) to request a free Discovery Call with me.

Are you a corporate professional ready for career advancement in the near future? If so, let's talk then go ahead and fill out [this short form](#) to request a free Discovery Call with me.

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