



## 5 MISTAKES COACHES MAKE AND HOW TO AVOID THEM



# 5 MISTAKES COACHES MAKE AND HOW TO AVOID THEM

It's not easy to run a successful coaching business,  
but it is possible and rewarding.

Here are some mistakes to avoid or stop making right  
now on your way to greater impact and income.





## ONE

# STAYING IN HOBBY MODE

Treating your coaching practice like a business is paramount to your success. Being a good coach is not enough anymore. There are too many of us to be competitive by just being good at it. You have to have business acumen. Stop treating your business as a hobby!



## TWO

# RESTING WHEN YOU GAIN A NEW CLIENT

I know the great feeling of gaining a new client and wanting to sigh and celebrate. That's all good; however, it's a mistake to rest for too long. Following up with a prospect or a past client when you're in celebration mode is way better for your business results than doing so when you're in need of a new client or even a little desperate (dare I say!).





### THREE

## GIVING FREE SESSIONS

If you're still giving away free sessions, stop now! Free consultations are an industry norm, but there's a difference between a consultation for fit and format and doing coaching for free. Too many people treat free sessions like having a lunch of samples at Costco. The industry is past the point of having to give free sessions, and so should you.



## FOUR

# LEAVING A CONSULT WITH NO AGREEMENT

Not every consultation ends in a clear yes or no. Sometimes, you can't close, and the person asks for more time or says they'll get back to you. (Isn't ghosting fun?! NOT!)

It's important to make an agreement at the end of every consultation, even if it's not a yes.





## **FIVE** **DOING ALL ADMIN**

Too many coaches can't yet afford help in their business. It sounds logical to wait until you have more money in order to delegate or outsource, but it's actually hurting your business. You need help even if you can't afford it. Invest properly in your business. You will see a return on your investment.



## BONUS

# HIDING BEHIND WEBSITES AND ANONYMITY

All too often, the fear of being visible or the Imposter Syndrome keeps coaches hiding behind their websites. They'll send people to their website instead of having a coaching conversation. That's a mistake. Stop hiding and have more consults!

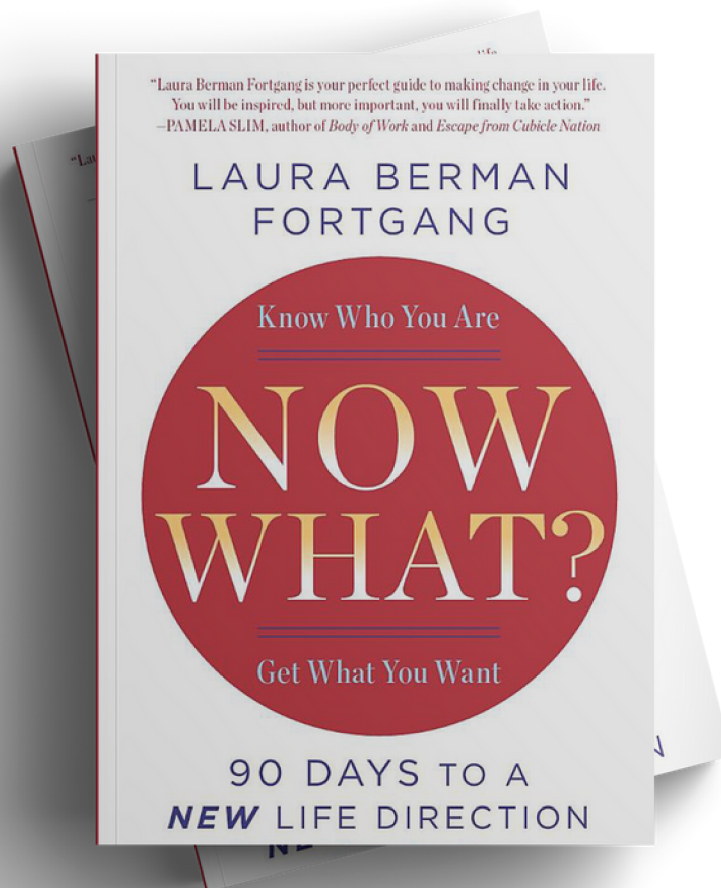




"Laura Berman Fortgang is your perfect guide to making change in your life. You will be inspired, but more importantly, you will finally take action."

**PAMELA SLIM, BODY OF WORK**

For anyone who feels drawn toward a life-changing move but is not sure exactly what to do or how to move forward, *Now What?* presents a concrete process for finding and pursuing a new path in life.





#### WHAT'S NEXT?

**Whether it's moving on from a dead-end job, discovering your direction through entrepreneurship, or answering the age-old question "What should I do with my life?"**

Pioneering life coach Laura Berman Fortgang shares the process that she has used to help hundreds of clients make major changes in their lives.

#### FEATURED IN



FAST COMPANY



The New York Times



**[WWW.LAURABERMANFORTGANG.COM](http://WWW.LAURABERMANFORTGANG.COM)**





## NEXT STEPS

### **Order Our Home Study Kit**

[www.nowwhatcoaching.com/nowwhatexperience-selfguided](http://www.nowwhatcoaching.com/nowwhatexperience-selfguided)

### **Contact us to explore if coaching is right for you**

[www.laurabermanfortgang.com/coaching](http://www.laurabermanfortgang.com/coaching)



BERMAN FORTGANG  
COACH. AUTHOR. SPEAKER.

© Laura Berman Fortgang, LBF\*InterCoach, Inc.  
Adapted from Now What? 90 Days to a New Life