



Things A Business Coach Won't Tell You!

But you need to know...

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5 THINGS A BUSINESS COACH WON'T TELL YOU

But you need to know...

If you've ever thought of working with a business coach or you're looking to work with one in the future, you need to hear these 5 things.

Shockingly, your average business coach wants to keep these from you.

Why? What do they have to hide!



#1 KNOW-HOW WILL GET YOU NOWHERE.

Wait? What!

Don't get me wrong. You need to understand business fundamentals and how to develop your team to run a successful business. But know-how won't guarantee success. Far from it!

IT'S NOT WHAT YOU DON'T KNOW THAT'S HOLDING YOU BACK. IT'S WHAT YOU CAN'T SEE THAT STOPPING YOU!

Whether you've been in business for 6 months or 60 years, it's not what you don't know that's holding you back. It's what you can't see that stops you!

Picture this. It's a warm sunny morning as you head off on holiday. You're planning to drive to a beautiful spot on the water, but it's not until someone hands you a map that you know how to get there.

Fantastic! You have a map, directions, and a path to follow leading you to your magnificent holiday destination.

You've been driving for an hour, your favourite music pumping, windows down, and fresh air blowing through your hair. STOP!!! The road ahead is barricaded. It's blocked. There is no way through.

A giant flashing orange sign reads Road Blocked Indefinitely - Road Blocked Indefinitely - Road Blocked Indefinitely.

Ah-ha! You think to yourself. I'll grab the map. Unfolding it, you're shocked to find no additional information or instructions. You've hit a dead-end, and the map has no answers for you. It's impossible to get past.

You're stuck! The map outlined the path to follow and strict directions on how to get to your destination. But there was no mention of roadblocks or how to get around them.

What if you had a GPS and not an old paper map? Instead of reaching for the map, you simply ask your GPS for assistance. Instantly kicking into action, the GPS assesses the situation and calmly offers you alternatives eliminating the impasse, allowing you to keep moving towards your desired destination.

NO NUMBER OF MAPS CAN EVER PREPARE YOU FOR THE UNFORESEEN ROADBLOCKS AND HURDLES YOU WILL ENCOUNTER.

Most coaches give you the "know-how" they sell you the map. The map outlines the logical steps you should take to get from where you are now to where you want to be.



But all business owners face roadblocks along the way. Whatever they are for you, trust that they are stopping you from achieving your goals, and a map isn't going to help.

Running into a roadblock doesn't feel like hitting a brick wall. But more like pushing against a sizeable rubber band. The harder you push, the stronger the resistance and the more stuck you feel.

As your roadblocks are invisible to you, it makes sense that you can't see the problems or how to fix them. All you know is you're stuck, and you can't push through.

WHY DON'T BUSINESS COACHES WANT YOU TO KNOW: KNOW-HOW WILL GET YOU NOWHERE?

Because 99% of coaches only sell maps. In comparison, Empowering coaches are your GPS. As you know, a GPS holds all the maps you will ever need, plus a treasure trove of valuable information right at your fingertips. Not only that, but just like a GPS, your Empowering coach is interactive, live and most importantly, intuitive. They've already assessed the road ahead and calculated how to break through your roadblocks before you have even seen them coming.



#2 YOU CAN, AND SHOULD D.I.Y.

Business coaches play their cards close to their chest. It seems they don't want you to see how they help you. Weird ha! What are they afraid of? You running off and becoming a coach.

I'VE LEARNT HOW TO UNBLOCK MY TOILET, BUT I SURE DON'T WANT TO RUN OFF AND BECOME A PLUMBER!

A coach's responsibility should be to educate and empower you to develop your superpowers. What do I mean by superpowers? Good question!

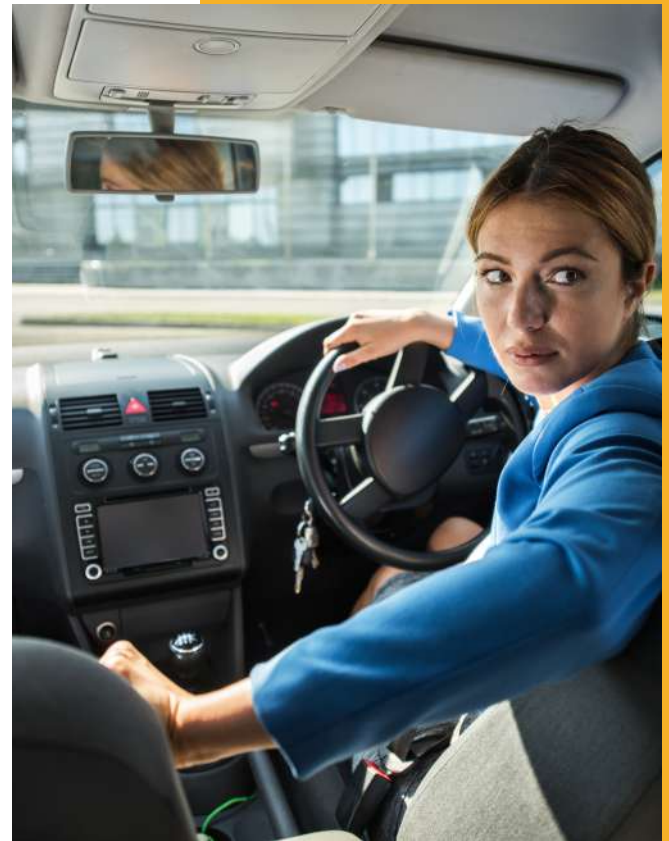
One superpower that comes to mind is **Shifting Your Perspective**. Shifting your perspective is all about looking at something from more than one angle.



Take parking your car as an example. You drive down to the local shops and find the only available parking spot is on the main street. You have to reverse back into the spot and parallel park.

While driving to the shops, you looked forward through the windscreen, focusing on the road ahead. But now, as you're about to park, you don't just look forward. You turn around in your seat, looking out the rear window, you look left and right, you check your side mirrors, you look forward again, you check your mirrors, and again you shift in your seat to look out the rear window. If you're still unsure, you may even ask your passenger to get out and guide you, allowing you to also learn from their perspective.

Seeing from multiple perspectives gives you more information. The more information you gather, the more informed decisions you



make, the more informed your decisions, the better your outcomes.

Unfortunately, many business owners view their business from one fixed perspective. It would be like trying to parallel park your car while only looking forward through the front windscreen. That would be challenging, to say the least.

It would seem your average coach is happy to assist you in solving specific challenges. But handing you their toolbox and manuals to do-it-yourself, I don't think so!

WHY DON'T BUSINESS COACHES WANT YOU TO KNOW: HOW TO DIY?

Is it fear they'll make themselves obsolete? Worried you won't need them anymore? Is their ego getting in the way? Who knows? Maybe they want to keep solving your same problems over and over again.

On the other hand, an Empowering coach not only helps you discover your superpowers, but they also hand over a complete toolbox and all the manuals, the whole kit and kaboodle. They aim to make you a kick-ass superhero business owner. They want you to be able to do it yourself whenever needed.

Like Frank, the owner of an engineering company in Melbourne, Australia. Frank's a client of mine who doubled his business in less than 6-months. How, you ask? In as little as 20-minutes, I taught Frank how to gain flexibility of perspective. Then I handed him the techniques and process, enabling him to do it for himself at any time in the future. That 20-minute conversation made him over \$1,200,000.00 in less than six months.

#3 CHANGE YOUR MINDSET, OR YOU'LL CHANGE NOTHING

If flexibility of perspective is one of your superpowers, mindset should be your weapon of choice. Perspective is the angle or direction from which you view a situation. Whereas your mindset is the lens through which you view it.

- **Are you an optimist or pessimist?**
- **Glass half full or half empty type of person?**
- **Is your head in the clouds, or are you grounded in reality?**
- **Do you focus on reasons or results?**
- **Are you in the driver's seat, or are you a passenger?**
- **Are you all about 'me' or all about 'we'?**

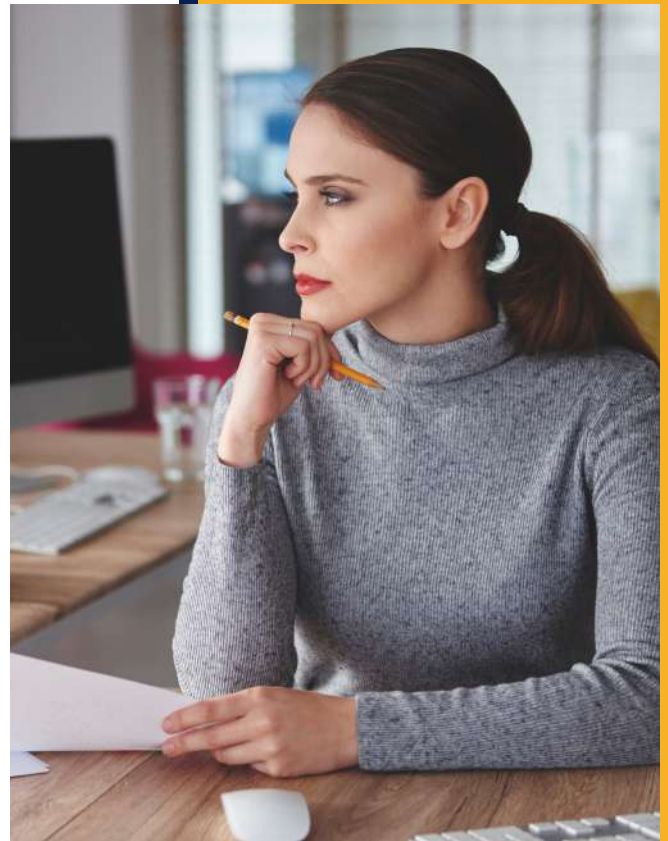
What lens do you view the world through? Your mindset has a more significant impact on your business and personal life than just about anything else. So, it may surprise you to

consider that your mindset is often left submerged in your subconscious, out of sight and out of mind. Failure to bring conscious awareness to your mindset leaves you with little hope of controlling or influencing it.

WHY DON'T BUSINESS COACHES WANT YOU TO KNOW: CHANGE YOUR MINDSET, OR YOU'LL CHANGE NOTHING.

Well, they do at a superficial level. Perspective and mindset are two buzz words many business coaches throw around, and yeah, they may discuss the topic, but they rarely affect change.

The solutions they prescription for your challenges are aimed at solving the symptoms, not the causes.



Imagine you went to see your doctor, and they asked, "What seems to be the problem?"

"I am in a heap of pain doctor. It's my arm." Understanding your symptoms, the doctor writes you a script for strong pain relief. You begin taking the pain reliefs, and things seem to get better. A few days later, your script runs out and the pain returns just as bad as before.

You go back, and the doctor issues you another script. This merry-go-round continues for about a week. Once again you head back to the doctors in pain. You see a different doctor as yours is busy with other patients. As you walk in the new doctor is shocked to see you have a broken arm. "Come in, sit down. We need to get that arm in a plaster cast right away." exclaimed the doctor.

By treating the symptom, the pain, you never solve the cause. But by treating the cause, a broken arm, you fix the problem and eliminate the symptoms.

Most business coaches attempt to solve the symptom. Empowering coaches solve the cause of the problem.

#4 BUSINESS COACHES DON'T LISTEN.

Business coaches have a load of solutions to the problems they know how to fix. Is it just a coincidence that they diagnose your business with the same problems they solve? I think not...

Having a business coach tell you what to do and how to do it sounds so easy. Hell, could they do it for you while they're at it?

Guess what it doesn't work.

Business coaches who tell you what to do, suffer from,

1. A failure to listen. Because they think they know best, and
2. They create an alternate version of your business. Without listening to understand you and your business, you end up with a business they would love to own and run.

The problem being it's divorced from your original idea, purpose, and reason for starting your business in the first place. Hey, they might even create a successful business for you, but forget about feeling fulfilled. You've ended up chasing someone else's dream and not your own.



Why don't coaches listen?

It's easy for a coach to tell you what to do. But to listen to what you want and the desires you have for your business, all while understanding things from your perspective, is something else altogether. A coach might listen, but it's often only to respond. There is a world of difference between listening to respond and listening to understand.

An Empowering coach listens in to understand. They listen to understand you and your perspective. They listen to understand your business, the reality of where you are now and where you want to be in the future. They listen for the sole purpose of assisting you and your business to succeed.

#5 NOTHING CHANGES UNLESS YOU DO.

Business coaches want you to believe they will do the work. And simply working with them guarantees success.

But nothing could be further from the truth.

For your business to succeed, you need to do the work!

WHY DON'T BUSINESS COACHES WANT YOU TO KNOW: NOTHING CHANGES UNLESS YOU DO.

Business coaches want you to feel they have all the answers, and it's easy if you work with

them. An Empowering coach doesn't shy away from the reality of what you need to do to be successful. An Empowering coach knows, for lasting change and long-term success, it's not up to them. It's up to you to do the work!

An Empowering coach knows what it takes to propel you and your business to the next level. They understand it's not what you don't know that holds you back, but it is what you can't see that's stopping you from reaching your full potential.

An Empowering coach is dedicated to your long-term success and personal development. Knowing their responsibility doesn't stop once they solve your specific challenges but when you are empowered to jump in the driver's seat and take control of your future. Handing you a complete toolbox and all the manuals allows you to do it yourself when needed.

An Empowering coach shines a light on your subconscious. They highlight how your beliefs



influence your thoughts, feelings, actions, and shape how you see the world and yourself.

They illuminate alternate possibilities and more productive ways to work in the future.

An Empowering coach understands you need to do the work. They can't do it for you. They are there to be your coach, mentor, accountability partner, facilitator of change, sounding board and cheerleader.

An Empowering coach will ask you the tough questions and tell you what you might not like to hear at times. But ultimately, they will do whatever it takes to help you achieve your goals and experience the freedom and joy you so richly deserve.

CLAIM YOUR FREE NO-OBLIGATION 45-MINUTE STRATEGY SESSION

Thank you for taking the time to read this eBook - we hope you've found the information helpful and can use what you've learned to propel your business to fantastic new heights.

If you're truly serious about taking your business to the next level, then we have excellent news. For a limited time only, I am offering you a free, no-obligation strategy session.

During your 45-minute strategy session, we'll discuss your current situation, what your goals are, and how we can help you achieve them using our proven systems. We'll also cover a stack of valuable information together, including...

- How you can take back control of your business
- How to double your profits in 90 days,
- What never to do when taking your business to the next level
- How to avoid all the self-sabotaging mistakes small business owners make, and much more.



There's no cost or obligation to move forwards with our service afterwards if you feel like it's not for you. It's simply a free strategy session designed to educate and provide value to you in advance.

To claim your free strategy session or find out more information about this limited-time offer, all you have to do is click the link below or give me a call +61 0408 108 564