

What About YOUR Business?

"I'm a good coach. My clients tell me so. The thing is, I spend almost all my time coaching my clients on ways to build themselves and their businesses, but next-to-no time doing the same for me and my business."

Does that sound all-too-familiar?

BEING A GOOD COACH IS NOT ENOUGH

Check out these statistics... For every 500 people who complete an accredited coach training program, only 100 (or 20%) will begin their own coaching business. Then, just 2 years after those 100 coaches have launched their businesses:

- 9 will be making a six-figure income
- 11 will be making >\$50,000 per annum
- 53 will be making <\$20,000 per annum
- 40 will have coached <20 clients
- 29 will have another job as their primary source of income
- 12 will have no clients and no coaching income

• Source: www.accpow.com

If your coaching business is older than 2 years, which of those statistics apply to you?

If your coaching business is less than 2 years old, are you on track to being one of the '9' or even one of the '11'?

No, it's not just about the money. The driving force behind why I'm a coach is a passion for people – to build them up, encourage their growth and see them succeed in achieving their goals. Indeed, I choose to believe that the same passion drives all the good coaches. However, turning that passion into something tangible for my clients, is dependent on my ability to sustain myself as a coach. This is my business, not a hobby.

A wise person once said, *"The best way to help the poor, is not to join them."* (Financially, that is.) All successful non-profit organizations actually make healthy profits. Profits fuel their success. Profits allows them to deliver even more of what they are passionate about to the target market they are passionate about. If they don't make profits, they can't help themselves, let alone anyone else. Another wise person once said, *"How can you love others, if you don't first love yourself?"*

REFLECT

As I move towards the end of 2009, and if I'm committed to building my business even stronger in 2010 (and beyond), then I **MUST** seek out and know the answers to these questions...

- **WHERE AM I NOW?**
 - What were my business goals for 2009 and have I achieved those goals? Yes? No? Why?
- **WHERE DO I WANT TO BE?**
 - What are my goals for 2010? How do they align with my 3year, 5year and 10year goals?
- **WHAT'S HOLDING ME BACK?**
 - What do I need to improve, change and/or learn to ensure I achieve my goals?

BLUNT & IN-YA-FACE

The need for professional coaches has never been more apparent; and Australia is a significantly under-developed market in this regard. The opportunities are enormous! However, for the majority of coaches (according to the statistics above) those opportunities will pass right by. Are you one of them?

My commitment to the members of ICFA Qld is to help all of you (who want to) be one of the minority – financially and spiritually. How 'bout we create our *own* statistics?!

Remember... **Working Together, We Achieve More!**

Mike Francis

Qld President – ICF Australasia Inc.

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