

TOP 10 THINGS SUCCESSFUL COACHES HAVE IN COMMON

They:

1. **Think of their coaching practice as a business.** It's a mind shift that will ensure you focus on what will enable you to expand your success.
2. **Think big.** The higher you set your sights, the further you will climb. Truly successful coaches see virtually no limit to what they can achieve.
3. **Have a clearly defined target audience.** Although counterintuitive, the smaller your target audience, the larger your practice will be. Successful coaches know how to identify and target a niche.
4. **Follow the path of least resistance.** Ensure that your clients can pay you what you are worth. And make sure you value your services or your clients won't value them either. All successful coaches place a high value on what they offer and trust their instincts.
5. **Get off the island.** The coaching community can be insular. Many coaches seem to be working with or selling to other coaches. Successful coaches venture out of the close coaching circle. Focus on building a network with members of your target audience.
6. **Take their own medicine.** Most coaches who are wildly successful find a way to get beyond what is preventing them from reaching their full potential. Know when you are putting up walls that will limit your success.
7. **Use what makes them special.** Success today is all about standing out. Instead of having a me-too coaching practice, use *who* you are to increase *how* you earn. In other words, build your personal brand. Successful coaches provide a service that does not seem to be available from anyone else.
8. **Remain Visible.** Successful coaches know that they need to be constantly visible to their target audiences. They don't go into hiding. So build and execute a communications plan to ensure that you are always top-of-mind.
9. **Set goals and measure progress.** If you document and review your goals every day, you are more likely to accomplish them. Successful coaches constantly track progress against their goals and reposition themselves along the way to ensure that they achieve them.
10. **Evolve to remain relevant and compelling.** Successful brands stay attuned to trends and reshape their businesses accordingly. Don't get stuck in the past.

For more information on increasing your success as a coach, go to:
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