

Top6
CLUB



8

CRUCIAL ERRORS



**THAT TRAP
TALENTED
BUSINESS COACHES IN
5 FIGURE INCOMES**

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Top6BusinessCoach.com

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About Tommi Wolfe



Tommi Wolfe spent 6 years guiding thousands of solo-preneurs to create lucrative and meaningful businesses. Clients hired her for her business smarts, trusted her for her heart, and created six-figure businesses when they took inspired action.

Now, Tommi has become known as the “Business Coach’s Business Coach”. She partners with promising business coaches to fast forward their coaching practices. Her business coaching rock stars enjoy their own mature coaching businesses, abundant earnings and most importantly, they have time for a passionate and well-lived life.

Tommi takes full advantage of her entrepreneurial privileges and home is wherever she feels like, usually Colorado or California.

8 Crucial Errors that Trap Talented Business Coaches in 5 Figure Incomes

I know this is an inconvenient truth. Let's just face it. As a business coach it's downright embarrassing and disingenuous giving business advice to other entrepreneurs, if we can't even get ourselves into the 6 figure range.

C'mon! Business coaches are often looked on as role models to the entrepreneurial community. Our clients trust us deeply with their money, precious time and daily task choice as we guide them through the turmoil of starting and growing thriving businesses.

Honestly, if you can't get your own business booming, the advice you are handing out probably isn't exactly right.

My name is Tommi Wolfe. I have built multiple successful businesses, but the relevant one here is my successful business coaching practice called [The Startup Expert](#). We specialized in helping one-man businesses (solopreneurs) create lucrative 6 figure businesses. I have had the extraordinary honor of helping thousands of entrepreneurs grow their business, and sharing in their heartaches, determination, passion, struggles and joys.

Now, I am known as the [Business Coach Launcher](#). I only work with business coaches! I specialize in launching successful business coaches, sharing all the secrets I learned along the way. I have a network of 16 independent Top 6 coaches in two countries and 10 states who all run their own successful business coaching practices.

I have seen the same 8 crucial mistakes again and again. These are not small mistakes, mind you. Each one of them is big enough to stop a business coach's success in its tracks! Crikey!

These errors frustrate me because they are insidious, widespread and largely unknown. Plus they are likely costing you a lot of money. Not to mention the joy and success you are losing as the years go by! I want you to know there are solid techniques to bypass every single one of these 8 mistakes. So I want to share them with you, just in case you are making them too.

My hope is that this little document saves you masses of time and money and outs you on a solid foundation towards becoming a spectacular business coach in your own right. We need more good ones :-). If you want a chance to chat live with me about this, www.Top6BusinessCoach.com/your-dream-business-opportunity.



Mistake # 1: They believe the one-on-one coaching myth



I believed this once... And I got burned. Like so many new coaches, I thought I was supposed to charge \$300/month to my coaching clients, and hold 3 or 4 one-on-one coaching sessions each month.

I did a great job of finding clients and sold them this enticing package, in 3 month bundles.

Well, here is what I found. I was EXHAUSTED! I was living in the BURNOUT ZONE.

I had amazing clients I loved, but it was a complete energetic outpouring (mine, not theirs). I maxed out at about 15 clients a week. I simply didn't have the energy for any more coaching than that.

Especially because *finding these clients was a lot harder* than I was expecting, and then they would drop out halfway, or change their mind, and not want to finish their package. So I had to use *a lot more* of my time actually selling and marketing than I anticipated, nearly half my week actually. (And forget about time and energy to have lunch with my girlfriends or get my nails done!) So I was burning out with clients and still not making enough money. Look at the math:



The Money Math in the Burnout Zone	
Gross revenue: 15 clients times @ \$300/month	\$4,500 a month
Income (after expenses):	\$2,000 a month
And I haven't factored tax in yet either!	

So clearly the issue is the coach won't make enough money with just one-on-one coaching and will burn out fast.

8 *Crucial Errors that Trap Talented Business Coaches in 5 Figure Incomes*

I can tell you from experience that **unless you are charging around \$1,000/hour, you won't be in six figures as a business coach**. You can be a high fee coach and charge this and more (I do!), but you better be a REALLY, REALLY experienced expert. Or else it isn't an easy conversation with a prospective client!

Luckily there are multiple ways of managing this as a less experienced business coach. All workarounds involve LEVERAGING.

I particularly like packaging and bundling multiple services. My [Top 6 coaches](#) use a unique bundle of services that provide excellent results for clients that include limited one-on-one coaching as well as excellent group programs and other goodies too. I have spent many years refining the mix, and I think it is the best of all worlds.

I am going to discuss this in more detail at an upcoming webinar, you are so welcome to join us. Save your seat here www.Top6BusinessCoach.com/your-dream-business-opportunity.

Mistake # 2: They go online too soon

BEWARE. THIS PROBLEM IS PERVASIVE!

Seriously, I am a techno-geek and I LOVE the internet and anything to do with technology. And there has never been a better tool for marketing than the internet.

Proof: You got this report from the internet and may never have heard of me otherwise.

BUT... And it is a BIG but:

There are multiple aspects of a business coach's business that need to be in place BEFORE you start internet marketing, or you will be losing literally hundreds of thousands of dollars. If this is all you get from this report please hear this: **If you can't sell something face-to-face, it is highly unlikely that you will be able to sell over the internet because it is way harder!**



FACTORS THAT SHOULD BE IN PLACE IN ORDER TO USE ONLINE MARKETING WELL

1. **Proof of concept:** This means your offering sells well, and you know how to sell and price it correctly. Online marketing is too technical, time-consuming and expensive to be a learning ground.
2. **Amazing messaging:** that you know for a fact works every time. You get so little feedback online. You send out an amazing newsletter to your list and you can't see their faces or know what they are doing.
3. **A technical team:** Because it is really time consuming to manage the opt-in pages, live links, launch sequences, multiple autoresponders, thank you pages, free downloads, shopping carts, affiliate programs etc. You need this time to be selling; if you have to do this yourself you just got a job as a techie!
4. **A list of 5000+ people OR a technique for generating traffic:** Without either of these your online efforts won't generate enough revenue. Please see my expose in Mistake #4 below.
5. **Sophisticated metrics:** You will need these at all phases of your online marketing, so Google Analytics isn't enough. You want to track opens, clicks, opt-ins and conversions so you can figure out what works. You will need to know for every dollar you spend, how much you are generating.

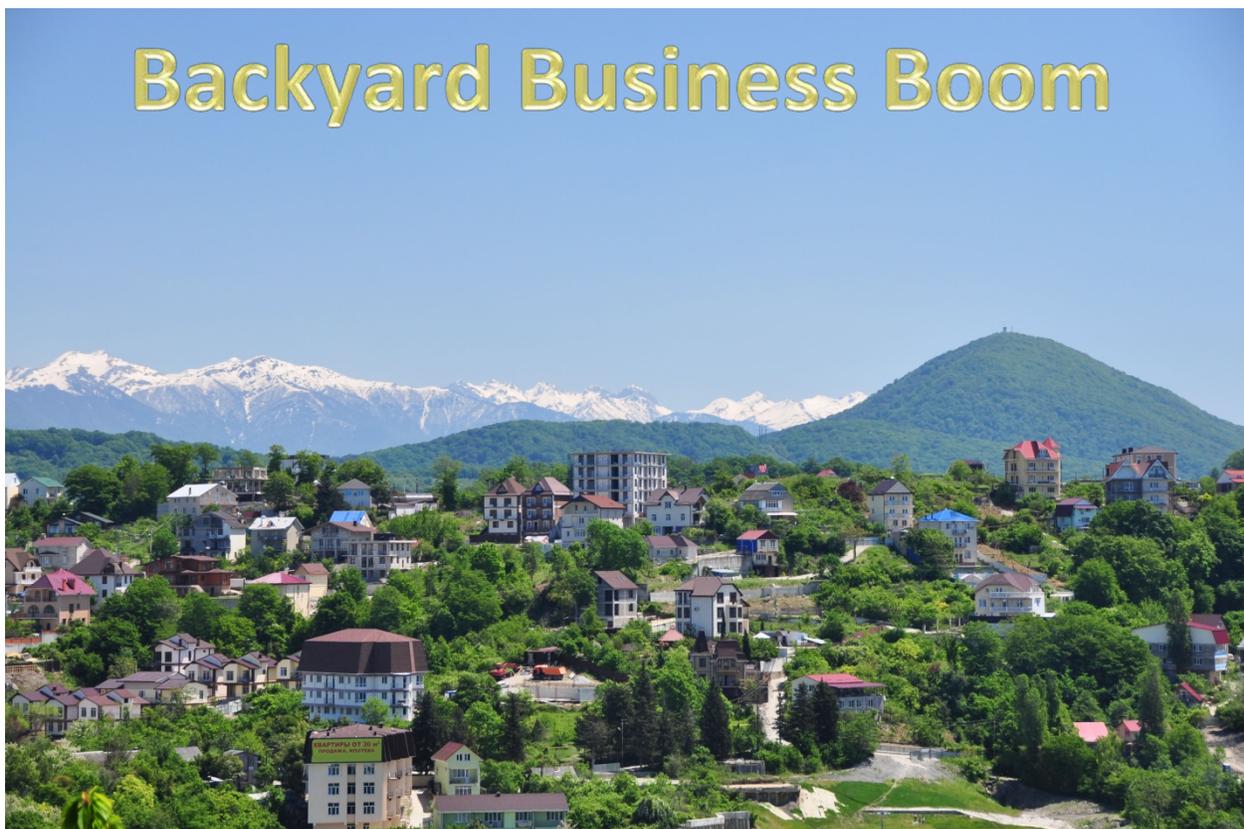
The harsh reality is that these 5 factors simply don't exist in newer business. They are commonly found in businesses that have been operating successfully for many years to acquire this level of

sophistication. It breaks my heart to see so many business coaches and entrepreneurs in general busting their butts to make it online, with such poor results.

Ladies and gentlemen. There is a much easier way! It is as old as the hills and it works ah-mazingly well. You already know it.

It is called, drum roll please, the Backyard Business and we are seeing a Backyard Business Boom. It involves meeting real people, getting out and about, speaking, networking, building a local tribe of fans, getting referrals and doing the work. It doesn't need you to travel, get on a plane, webinar or teleconference. It is your own neighborhood and town.

Your reward will be a quick, easy and effective path to six figures without all the hype and drama.



It works *so well* that it is the method I give to all my [Top 6 coaches](#) as the place where all of them make their first \$100,000 and their second \$100,000. We call it Live. Local. Lucrative™

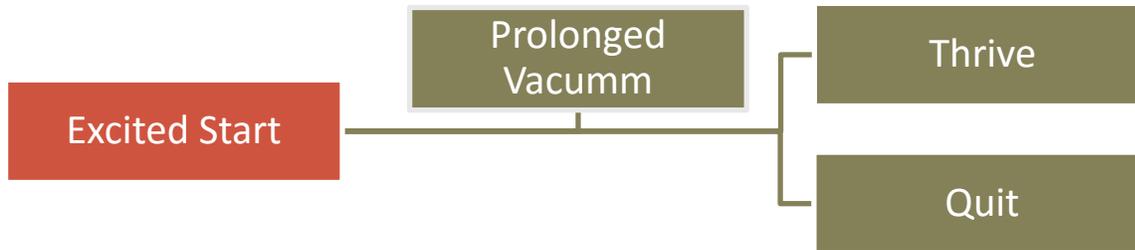
I am going to be discussing how easy it is to make a multiple six figure business, especially for business coaches at my upcoming Business Opportunity Tour, you can join us here:

www.Top6BusinessCoach.com/your-dream-business-opportunity.

Mistake # 3: They work in a vacuum

Nature abhors vacuums and fills every corner of our globe with life. Tommi Wolfe also abhors vacuums for entrepreneurs and here is why.

Most business coaches (and most entrepreneurs for that matter) start their business like this.



Phase 1` Excited start	Phase 2 Prolonged vacuum	Phase 3 Quit or Expand	
Characterized by:	Characterized by:	QUIT	EXPAND
Optimism	Isolation, fear, doubt	Feeling like a failure	Satisfaction, Excitement
Choosing a niche and big idea	Sales avoidance and procrastination	Moving to plan B	Busy! Early stage includes overwhelm too
Registering a business name	High spending on conferences and mentors		Effective sales and revenue generation
Getting urls	Design of fabulous website (premature)		Practice filled with clients
Creating basic marketing materials	Creating offerings (repeatedly)		Leveraging of offerings
Creating a legal entity	Wrestling with pricing		Team support
Telling everyone about it	Creating opt-ins and marketing material		Systems built for automation
	Listening to A LOT of free webinars		Processes in place
	Getting certifications and qualifications		

Which phase are you in? The trick here is to avoid the vacuum phase as much as possible and entirely if you want to be certain of avoiding the QUIT phase. The answer is actually simple.

Stop developing websites, products, opt-ins, re-pricing brochures all by yourself, isolated and safely tucked away behind your computer screen.

Start getting out there, meeting people and making connections, getting known, watching their expressions and interest level when you enthuse about your offerings and business. Let the feedback mold and shape your offerings. Start making sales ASAP, don't worry if it isn't perfect, adjust your pricing on the fly. Just do it! This will build an effortless tribe in your own back yard for pennies on the dollar, and make sure that everything you create has a real demand.

Working in a Vacuum Case Study

Meet Liesel (not her real name). She was a client of mine some years over. She was starting a business consulting practice, and her concept was to use NASCAR racing as a metaphor for human performance. When she came to me for coaching, she had just spent her first 6 months in business creating a sophisticated on-line product she was sure her clients would love! It had cost her tens of thousands of dollars. She had never shown it to a prospect or received any client feedback. She never ever sold one of these products! This is the sorry cost of time and money and confidence when you create in a vacuum.



When I help my [Top 6 coaches](#) launch their business coaching practices in record time, I help them to avoid this vacuum phase like the plague! They surround themselves with prospects and future clients ASAP. In fact, within a few weeks of joining our programs they are actively building communities of prospects around them and making sales fast. If you are curious to learn more, I invite you to join my next Top 6 Business Opportunity Tour, save your seat here: www.Top6BusinessCoach.com/your-dream-business-opportunity.

Mistake # 4: They get side-tracked by list building

Many business coaches are deeply and permanently focused on growing their list. Of course we want a big lists, and can easily see the benefits. But in the early years of building your business coaching practice, it won't pay you much. Now nobody can say you were not warned!

A list smaller than 5,000 people is unlikely to result in a lot of revenue from email marketing. Yes, there are a few exceptions to this rule but for 99% of us, a list this size won't generate noticeable cash.

Sometimes it is easier just to show you the math than explain what I mean. So put on your math cap, this is some EYE OPENING GOOD STUFF! Let's assume we set up an email campaign to invite our tribe to a webinar, in order to sell an offering.

Industry Averages for Email Marketing	Results for a 1,000 person list	Results for a 10,000 person list
# of people on your list	1000 contacts	10,000 contacts
12% Industry average open rates	120 opens	1,200 opens
55% of readers are so interested in your email they click through to your opt-in landing page	66 opt-in page views	660 opt-in page views
70% opt in rate. This is likely optimistic, but achievable	42 people opt in and register for your webinar	420 people opt in and register for your webinar
25% webinar attendance	10 people attend your webinar live	100 people attend your webinar live
3% purchase rates	30% chance of 1 sale	3 sales

and oh by the way, there is A LOT of work to pull this webinar together! Nobody warned you? I wish somebody had told me this in my early days, so I will tell you straight. Check this out.

Minimum background work required to pull a webinar together

- Write 3 compelling emails to list
- Design an opt in page
- Design a thank you for registering page
- Write a webinar confirmation email
- Write reminder emails
- Setup of webinar technically
- Design and prepare for a 90 minute talk, probably with slides
- Design a sales web page for the offering
- Test shopping cart to ensure all is functional
- Order confirmation emails
- Run the webinar
- Pray that sales are worth all this effort

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All this just to get the sale! And you still have to deliver it.

I hope you can see that if you have a few hundred people on your list today, this is simply *not worth the time, money or effort because it will not make you much money.*

Most business coaches need to get revenue flowing into their business fast. And I mean way faster than the time it will take you to build a 10,000 person list. There are not that many 10,000 person lists in the entire country today, so despite the hype telling you to build your list for easy riches, it actually takes multiple years for the vast majority of entrepreneurs to build significant lists.

So what should you do if your list is not huge yet? Relax! I have really good news. Most of my [Top 6 coaches](#) don't have a list that is more than a few hundred yet, but the average coach made \$149,000 in their first year alone. They will double revenue in year two – still with not many people in their list.

How are they making so much money so quickly, without building a list? They are using the **Backyard Business Boom™** technique that I mentioned in Mistake #2, to grow their business! Good old-fashioned back-to-basics business the way we have always done it. List not necessary!

I have lots more to say about this and if you are interested in:

- Earning well, even when your list is small
- Would be interested in running your own backyard business
- Growing rapidly by picking all the low-hanging fruit

Then I invite you to come to my next Top 6 Business Opportunity Tour, register here www.Top6BusinessCoach.com/your-dream-business-opportunity.

Mistake # 5: They are dying of isolation and loneliness

I don't know why nobody talks about this, but I am going to put my big feet here because it needs to be addressed. Because I specialize in one-man businesses, I have seen up-close the personal cost of what it takes to be a solopreneur.

We are all human beings. We are wired for human connection. At our deepest core, we need hugs; we need to be touched, to be smiled at. A big belly laugh from time to time does us a power of good. It is in your DNA and you can't avoid it.

Yet, look at the average one man business owner...



They work alone

Yet - think about the average solopreneur. Building a business is a crazy hard roller-coaster at the best of times. We then isolate our entrepreneur. They work alone behind their PC and they work really hard. They are financially stressed (duh... they are in startup mode). They probably sit on webinars and teleconferences learning like crazy, study for certifications etc. In this state of isolation, we expect them to be endlessly positive and courageous even in the face of the inevitable setbacks and struggles of business building.

They fake it when they go out.

Then, when they do go out to sell, market, network, attend conferences etc., they have their business game face on. You know the one... *"Yes, everything is going great, we are rocking, and I love it"*. Even in

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the early days, when that can't possibly be reality! Remember 90% of America's entrepreneurs are making less than \$100,000 revenue (*Ewing Marion Kauffman Foundation*).

This feels so inauthentic to many entrepreneurs! I suspect it may be at the root of why depression seems to be more common in entrepreneurship. I have seen a number of concerning articles and blogs on this, and have witnessed it first hand with too many of my clients too.

In reality I can tell you with certainty the majority of one-man businesses are working really hard, are very lonely, most are struggling and are stressed. They battle to muster up the sales confidence required to get enough clients. It is very hard to expect AMAZING SUCCESS to rise like a phoenix from the ashes of isolation, loneliness and financial stress.

I hate how entrepreneurs GO IT ALONE. It causes them to make fearful, lousy business decisions, be overly needy and pushy when selling. Isolation is a fertile breeding ground for fear, the root of most business failure.

My discovery

I have mostly fixed this loneliness issue in my business. Quite by accident I have to confess, I didn't realize that is what I was doing at the time. I built groups of clients to calm my calendar, and groups of prospects to make marketing more efficient. It worked amazingly for me! I loved group coaching instead of one-on-one; it was such a cool leveraging technique. And I loved marketing in groups also, I got way better results.

But amazingly, while I built the groups to support me and my business, I noticed something deeply profound and special. These groups really helped the entrepreneurs around me too, by taking away the isolation. All of a sudden there was a community with fun, friends, support, accountability, a shoulder to cry on, referral sources... A seemingly endless supply of goodness. I love it when such synergy happens!

I have kept the community aspect that I discovered accidentally in all aspects of my business. I consider it essential to success. My [Top 6 coaches](#) create communities in their own back yards. And in turn I create communities among my Top 6 coaches too. I will be chatting more about the value of community and how to create it on my upcoming Top 6 Business Opportunity Tour, register here:

www.Top6BusinessCoach.com/your-dream-business-opportunity.



Example 1: A happy group from one of my communities

Mistake # 6: No high-priced offerings

If you want a significant increase in your revenue, there are almost no techniques in the industry that will give you more a dramatic result than having a high priced offering.

Money Magic Monthly Revenue Example:

New business coach: \$300 coaching package @ 15 sales/month = \$4,500 per month revenue

Mature business coach: \$10,000 package @ 1 sale/month = \$10,000 per month revenue

Mature business coach: \$10,000 package @ 5 sales/month = \$50,000 per month revenue

See how just 5 sales a month could give you an annual \$600,000 in revenue? Consequently, you probably already are trying to create a high-priced offering and this is a good idea!

Where I see people trip up with high priced offerings is here. You can't just raise your prices! That would make you a rip-off artist. Which I know you aren't. You want to raise your VALUE so that these higher priced offerings are truly, deeply worthwhile and leave you with fulfilled, delighted customers.

So I suggest you focus strongly on creating an offering where the value is undisputedly worth every penny and more of your offering.



I suggest you start your pricing exercise here.

Quantify in dollars what a good result looks like from using your program. Say your clients should expect \$50,000 worth of new business as a result of your unique Facebook advertising technique. Well, you are justified in charging up to 10% of the value you expect them to get, in this example \$5,000. This makes using your program a smart investment and a WIN-WIN outcome for both of you – the best kind.

Seriously, in our [Top 6 Opportunity](#) for coaches, one of the reasons we get the coaches earning so fast is that they start out day one with ready-made offerings ranged from \$5,000 to \$12,000. This means even early sales are BIG sales. Just 1 sale a month could get them into 6 figures. One of our coaches made \$226,000 in her first year! And because they have offerings that contain very high value curriculums, workshops, programming and materials, they dazzle their clients with value also. You can find out more about this at my next Top 6 Business Opportunity Tour, register here:

www.Top6BusinessCoach.com/your-dream-business-opportunity.

If you are going to develop a high value, high priced offering, don't be hasty and just charge a fortune for something that isn't dazzling yet. I urge you to take your time and grow your offering value along with your experience and client base.

Mistake # 7: They under-estimate startup capital



Yikes. This is so easy to do. Startup capital refers to the funds covering business expenses and your minimum salary until your business pays you an adequate salary.

Naturally, most business owners have a very limited period during which they better get their business earning fast, or they will run out of enough money to fund themselves and their project.

I want to share my own story here, just so you know you aren't alone.

My Personal Startup Funds Story

One chilly Thanksgiving evening in Killington, Vermont, an unnecessarily pesky phone call from an IBM team member proved to be the last straw. The one that broke the camel's back. It was from a colleague on a big project I was working on. I decided as I hung up that call, that I would resign from my cushy, comfortable corporate job with a fat corporate salary.

I announced to my husband the next morning that it was not negotiable. I was leaving! I was to become a coach. And I would borrow \$50,000 from my own retirement to start my business. I promised I would pay it back within two years, and announced he wasn't to say anything. He sweetly didn't resist too much (he'd lived with me while I did the corporate job, not much fun)

Well, I must confess as I look back now with the benefit of hindsight, I wasted most of that \$50,000. I had never run a coaching business before. I did all the wrong things. I started out as a life coach. (Guilty secret: I have to confess I never could figure out how to make that work!) I bought classes that were never going to help me. I listened in wonder and excitement to free webinars on 30 hot topics and never really understood the unsaid aspects of any of them. I got some expensive certifications I probably never needed. I designed a whole website and paid \$3,000 for it that was totally wrong (I hadn't settled on my niche yet, so it was aimed at the wrong target market).

In particular – I had no idea how to find clients and I tried so many sales techniques and marketing methods. Most cost a fortune and didn't work for me at all. Don't even ask

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me how much money I wasted on a Google AdWords experiment in the days when I had no clue how to use them! Newspaper ads too! Jeez.

I finally figured it all out and I was one of the lucky ones. I was making over the \$10,000 per month by the end of month 8. Making mistakes and failing are excellent teachers!

Here is my confession though – it was the end of Year 3 before I could declare a personal income (not revenue, actual taxable income to me the hard working owner) of \$150,000. That was equal to the corporate salary that I left. At the time my revenue was around \$360,000. I had no idea of the gap between revenue and income!

Here is the lesson guys... I was one of the lucky ones. My husband could support our living expenses while I got my business up. It took me many months to start making real money and years to take out significant owner's drawings that I could live off easily.

Yet time and time again, I see fearful business coaches with no support that HAVE to get clients by the end of the month. What a highly stressful and highly unlikely way to build a business.

There is SOOOOO much hype on making 6 figures in a month or a year or whatever. I know you have seen it. I am sure a few people have, but it is highly atypical. Marion Ewing Kauffman foundation that studies entrepreneurship found that 90% of USA entrepreneurs do NOT make \$100,000 per year of revenue. That is a fact.

In my own experience, with the [Top 6 business coaches](#) I launch – and remember they get A LOT of help

1. They get a full year of the best business coaching training on the planet
2. A comprehensive ready-made client curriculum
3. Tested marketing methods and marketing brochures, all priced and good to go

My Top 6 coaches average \$149,000 revenue in their first year. Plus they're likely to double this in Year 2. So it is possible to beat the odds, but it isn't the norm. It takes something extraordinary.

So the thing to know about this mistake is: Get adequate funding support. Get enough funding to give yourself a sporting chance. Fear, starvation and desperation do not attract clients and do not build the sort of business you desire.

Mistake # 8: They hero-worship too many experts

"You can't ride two horses with one ass" ~Dr Phil

I saved this lulu of a mistake till last. This one is PAINFUL and VERY EXPENSIVE!

There are so many uber-talented mentors, experts and gurus out there. We love them! They are sassy, articulate, convincing, they have amazing lives and totally have it all together. And we sooo want to be like them! (Unfortunately, there are also a whole lot more that may look talented to the uninitiated, but are barely holding it together themselves, just talking up a good story).

Each incredible expert has an amazing specialty. They may be promoting business building or marketing using LinkedIn, Facebook advertising, Blogging, Search Engine Optimization, Email marketing, Joint Ventures, Workshops, Live Event, Speaking to Sell models, Tele-summits... the list goes on and on.

These experts are intoxicating to business coaches who want to be just like their favorite expert or guru. They are in a huge learning phase of ramping up their own business, and get thirsty for knowledge. They especially love anything that present itself as a quick, easy new way to build an abundant business coaching practice.

To make matters worse, there are countless really good free webinars and downloads (like this), loaded with just enough information to entice you, but never enough to show you the whole picture.

So what happens during startup phase, we sign for multiple classes (we likely have multiple self-study classes in the closet guiltily waiting to be completed). We work with some very expensive mentors and gurus, travel to many expensive conferences, meet amazing people and get so much incredible information. Often we will work with one mentor and then the next one. Ouch on the wallet!

But we are still feeling completely overwhelmed and worse still, after all this money flowing outward, there isn't much flowing inward yet. Sound familiar?

True Story – Meet Ruth

I met Ruth (not her real name) at a conference recently. She was there to learn about an advanced marketing technique from one of these gurus.

We planned to talk the following week, but ended up



rescheduling the call because she decided to join another “too-good-to-miss” conference in her own back yard. She was also completing a certification exam she was also doing to help her business.

When we finally chatted she confided in me that she had spent \$60,000 starting her business, mostly on working with experts and gurus to learn. She didn't have her first client yet. She was already overwhelmed and exhausted. I noticed she was actually incredibly knowledgeable about all the sales and marketing techniques. She was busy creating products and finishing an amazing website before she started her sales efforts (See Mistake #3!).

The Reality

Every one of the gurus actually knows what they are talking about! In fact, they are amazing. Their techniques all work. Every one of these experts and gurus can prove it with countless success stories.

But here is the rub:

5 Hard-Learned Truths about Working with Experts

1. There isn't time in the day for you to implement all of these business building techniques. Choose no more than 3 techniques and then master them, one at a time.
2. The techniques definitely *won't* all be a great fit for your business.
3. There is an appropriate business phase for each marketing technique. Many won't work well until your business is more mature. Don't expect the expert to determine if you are ready yet.
4. Your challenge will be in implementing what you learn, not in learning it
5. It is really hard to implement advice from two or more experts simultaneously. See Dr. Phil's advice!

So instead of getting pulled in every direction trying to implement the latest hot thing, coaches would be MUCH better off choosing one excellent technique or system, and sticking with it until they have mastered it. All the hard lessons, mastery and success will come from IMPLEMENTING the technique. The solution is NOT to go find the next hero or bright shiny object. It is to DO THE WORK OF IMPLEMENTING.

"Knowledge is power."

~Francis Bacon

"Implementing your knowledge is power"

~Tommi Wolfe

One of the reasons I have had such success launching 6 figure business coaches really fast (within a year) is this: I have a system for calming the overwhelm, removing distractions and providing crystal clear focus. In addition, I partner with my coaches so they have many aspects of their business handled by me.

My [Top 6 coaches](#):

- Don't work with multiple experts. Just me.
- Don't travel to multiple conferences, they get everything they need in one place to get into multiple 6 figures with my system.
- Don't spend their startup capital on tons of travel, classes, coaching and conferences
- They don't have to waste time on websites and developing products and curriculums, this is provided Day 1.
- They don't try and master a ton of sales techniques. We use 3 sales techniques in year 1 and add another block-buster in year 2. I don't pretend they are easy. I do provide nccy training to help them master the technique.
- The offering is prepared, priced and the sales brochures are ready on Day 1, no guess work here.
- They spend their time selling or working with clients.

If you are at all curious about what I do to launch business coaches so fast and so reliably, I invite you to join my upcoming Business Opportunity Tour, you can register here

www.Top6BusinessCoach.com/your-dream-business-opportunity.

Conclusion

Thank you for sticking out this journey through these income-limiting errors with me. I am glad you are still here and I really hope you have learned something from these 8 crucial errors. More importantly, I hope you have some ideas on what you might do differently.

Business coaches have such an important role to play on this planet. We make a big impact and it is important that we are legitimate in our own businesses. There is no better teacher than getting your own business right, so that you can lead and inspire as a mentor with hard-earned experience.

I wish you and your business coaching practice every success!