

SUCCESSFULCOACHES.COM
PERSONAL AND BUSINESS COACHING
Successful Coaches Assessment
Circle your answers

- | | | |
|---|------------|-----------|
| 1. I know what I really want to get out of my coaching business aside from money, and aside from "helping people" | YES | NO |
| 2. Coaching is never draining for me; it's always fun | YES | NO |
| 3. I know what specific \$ annual income is the minimum I'm willing to make in my coaching business in 2004 | YES | NO |
| 4. I have a business and marketing plan in place for 2004. | YES | NO |
| 5. I know what kind of marketing works for me, I use it, and it succeeds. | YES | NO |
| 6. I know what's compelling about me and what's compelling about what I offer to people. | YES | NO |
| 7. I have a good grasp of the most important thing (and the second most important thing) I know I'll need to do every day in order to reach my coaching business goals. | YES | NO |
| 8. I have some coaching "idols", I know what has led to their success, and I use what I've learned to help me succeed | YES | NO |
| 9. I have defined what success truly means to me and plan my efforts with that definition in mind. | YES | NO |

SCORING: Count one point for each YES answer.

7-9: Good work! You know what you need to do to have the success you want and you're doing it.

4-6: Some clarity would be helpful! If what you're doing looks fuzzy to you, it does to your potential clients, too.

1-3: Time for working **ON** your business instead of **IN** it. If you really want your coaching business to be successful, get some assistance and get the groundwork done.