

Why You Need a Business Coach in 2018

**“COACHING IS UNLOCKING A PERSON’S POTENTIAL
TO MAXIMIZE THEIR OWN PERFORMANCE”**

IF WE WANT SOMETHING WE HAVE NEVER HAD, WE HAVE TO
DO SOMETHING WE HAVE NEVER DONE

WHY YOU NEED A BUSINESS COACH IN 2018

Change. That's why.

Change is inevitable, and it either happens to us or we influence events toward the change we want.

Maybe we want relief from the tedious monotony, or the general angst, or the cash-flow, complaining customer, people issues, night-sweat worries of the status quo.

On the other hand, maybe we're doing okay, but we want to do better or to have the time and freedom to enjoy life.

Whatever our motives, as Thomas Jefferson said: "If we want something we have never had, we have to do something we have never done."

THE WAY OUT

Okay, so we have to do something different, but what?

We already think about change, we even intend to change, but we're too busy to figure out what to do and wouldn't have time to do it anyway.

The result is our intention to start "tomorrow," but tomorrow never comes. It is always today.

If that sounds like you, you're not alone. There are 28.8 million of us small business owners in the U.S. and just about 28.8 million of us are facing the same issues, asking the same questions, and postponing our good intentions for the same reasons.

But not all. Some have found the way out.

HOW IT WORKS

If you're too busy to imagine an ideal future, how about this one: **A highly profitable business that works without you?**

It's been done before by thousand of business owners just like you. Creating a profitable business that works without you is a well-vetted process. It's getting started that's hard, and that's where **the right business coach** comes in.

A coach can guide us, step by step, through the process of:

- Identifying and dealing with our **self-limiting beliefs**,
- Creating **clarity** around our vision and goals,
- **Planning** the necessary activities
- **Focussing** our efforts on the things that matter most at any given time,
- Gathering the **information** we need to do what we need to do, and
- Holding us **accountable** to get things done on schedule.

SELF LIMITING THOUGHTS

We are 100% responsible for the lives we've created for ourselves.

Whether or not we are aware of them, our assumptions, thoughts, beliefs and self-talk have created our current realities and limit our ability to change.

As Henry Ford said: "Whether you think you can, or think you can't, you're right."

Change always begins with our thinking, and the right coach can help identify, challenge and overcome the self-limiting thoughts that hold us back.

CLARITY

Brian Tracy, the prolific business author, says "The foundation of all success, both personal and private, is clarity."

Clarity means that we know what we want. The more specifically we identify and write out our **visions** and **goals**, the more likely we are to reach them.

PLANNING

Plans map out the actions necessary to reach our goals. Plans are organized as weekly tasks, quarterly projects, and annual goals all leading toward a vision we want in three years.

Tasks are where the action is, where we actually get things done.

FOCUS

"Chase two rabbits, Catch none." That Chinese proverb is especially fitting for business.

There are many steps between now and our goals, but at any point along the way there will always be one step more important than all the others.

Focus means identifying and working on the ONE thing that matters most at a particular time and avoiding the competing "rabbits" that steal our attention and keep us from getting things done.

INFORMATION, EDUCATION AND RESOURCES

Business is a complex undertaking involving a broad range of subjects including leadership, marketing, sales, production, administration and the many topics within each.

Very few of us are good at them all, but to thrive, our companies must be. The right coach brings the information, resources, and experience necessary to learn and improve in each of [the 4 fundamental areas of a successful business](#).

ACCOUNTABILITY

As Jim Rohn, the business philosopher says: "Plans without actions are the beginnings of delusion."

Dreams, goals, planning, information and all the rest are meaningless unless we actually do something, which means the most important role of a coach is to hold us accountable to do what we agree to do.

HOW ABOUT YOU?

Would you rather effect the change you want or accept the change that's coming? If you'd rather effect the change you want, please don't hesitate to mail me at Martin@annealbc.com or visit www.annealbc.com



Martin Holland

Martin Holland is the son of a successful entrepreneur. He grew up hearing about margins and markets, R&D and sales, risk and return on investment. He learned to love the language and rigors of business and grew to believe that business is both the most human of all endeavors and the highest calling. After selling a company in 2011, Martin became a coach in order to help other owners build profitable businesses that do not require their day-to-day involvement.

A native of Norman, Martin earned a B.A. degree from Hastings College in Hastings, Nebraska and a Masters in Business Administration degree from the University of Oklahoma. Over the past 7 years he has written business plans that have raised over \$52.4 million in bank and investor financing. He has helped 157 (and counting) business owners reduce stress and increase performance through clarity of purpose, better marriages, more money, and more free time away from the business.