

# 7 Roadblocks Coaches Face in their Coaching Business

## 1 **WRONG APPROACH & MINDSET**

Tweak your own approach to get a deeper insight into what the client is looking for

Highlight areas of your coaching that will appeal to the client's persistent issues

## 2 **BYPASSING CLIENT'S PAIN POINTS**

## 3 **COMMUNICATION PROBLEM**

Have a two-way & open conversation and build a good rapport to gain trust

Believe in your own capabilities so your clients can believe in you as well

## 4 **LACK OF CONFIDENCE**

## 5 **LACKING A BUSINESS HAT**

Create a program that helps deliver real positive outcomes for the client

Invest in your coaching business and promote your services openly

## 6 **UNDEFINED MARKETING STRATEGY**

## 7 **NON-DELEGATION ON AUTOMATED PLATFORMS**

Focus on coaching & let a digital platform take care of your administration