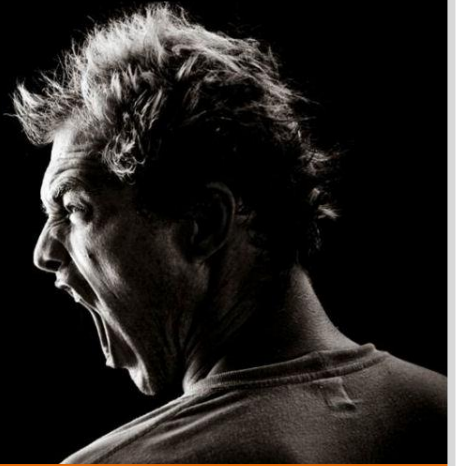


#ISH-U



Vol 5

Aug 2010

HELP IT'S TOO LATE!

Asking for help can feel awkward, so often we want to be seen as having it altogether and being on top, however often help is exactly what we need to be the best at what we do. Imagine an athlete training for the Olympics saying to a coach "I'm just going to give it a go on my own for a few years and if I get stuck I'll give you a call". We all know how crazy that would be; a good athlete leaves nothing to chance. They know a coach can help them avoid mistakes and fast track them to success. This should not be a shocking revelation to most personal trainers; however why is it that trainers often don't use external coach's to help develop their businesses. I do a lot of business mentoring with trainers and it's amazing how their business can be turned around or expanded with some great coaching. Trainers often see coaching as a last resort and only get help when it is just about too late or in some cases way too late. Coaching should be the first thing you invest in when you are in business, as it can save you thousands of dollars and countless hours trying to figure it out on your own.

Some of the reasons I hear for not starting with a business coach or mentor are:

It must be expensive and I don't have enough money to get one:

Trust me if you wait till things are really bad you will have no money then either, the most common feedback I get after a session is "I should have done this months ago", Invest now so later you won't have to. Besides it may not be as expensive as you think.

But I'm only new and don't have enough clients to make it worthwhile:

Actually this is the best time to get the advice. Trainers often attract the wrong type of client or set up on a flawed business model. Fixing a business is always harder than steering one in the right direction in the first place.

I've been in the industry for years getting a mentor now would feel like a step backwards:

Mentoring is actually the first step forward for your business, looking at how you can develop new markets, work smarter and use your experience to its best advantage is what you need.

If you would like more information on business coaching or mentoring email ish@ishcheyne.com

WHAT'S HOT THIS MONTH ON ISHCHEYNE.COM



CHUCK NORRIS FACTS YOU SHOULD KNOW

Chuck Norris once won a game of chess after losing his king

Chuck Norris is the reason Wally is hiding

Chuck Norris counted to infinity twice

Chuck Norris can win at poker with 1 card

