



CHECKLIST: Choosing a Coach

- QUESTIONS TO ASK YOURSELF -

DO THEY GET 'IT'?

Do they understand the industry and the work – do they have experience and commercial savvy in the marketplace where you operate? Will they be familiar with your competitors? The obstacles you face in your profession? Will they have a clear picture as to where you fit in?

DO THEY GET YOU?

Do you feel like they 'see you' – like they genuinely want to know all about you, your goals, your desires and what success looks like to you? Are they asking you a lot of questions about yourself – not just small talk – but deep, hard questions that feel slightly uncomfortable?

WHO DO THEY KNOW?

What contacts do they bring into the relationship? What network are they a part of that you might be able to tap into? Could they get you press coverage or clients? Will they make for an impressive testimonial for your next project? Is there status that comes along with working with them that you can leverage for credibility? These things are all part of the investment.

WHAT DO YOU WANT & NEED?

What do you want to get out of working with this person? Only YOU can answer this question and it's important that you do! Keep in mind, what you NEED might be a contrast to what you want. If you struggle with confidence and motivation – you NEED someone to help build you up, so they should probably be gentle but also someone who inspires you. If you struggle with FOCUS and MANAGING YOURSELF – you need a taskmaster. They might be a little harder on you but that's probably what you need.



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- QUESTIONS TO ASK THEM -

WHAT IS INCLUDED / HOW WILL IT WORK?

Does your time together include email support? Are your calls recorded? How long are they? How will you communicate? How much of their time is included? Will you work directly with them for everything or will some things run through their assistant? What is the timeline? When are payments due etc.

WHAT IS YOUR VISION FOR OUR TIME TOGETHER?

Can you get a sense that they have a clear vision for what you might be able to accomplish while working with them? You want them to have a level of commitment and excitement – you want to sense that they see big things for you and that they can help you achieve these big things!

DO YOU HAVE ANY CLIENTS I CAN CHAT WITH?

Referrals are always a powerful way to get the real story about what it is like to work with them. Happy clients are usually a good sign that you'll come out of the experience happy too! You can ask them some of these same questions too – but be sure to ask if they felt like the experience was 'good value' and ask them what they got out of it – and if they think they could have accomplished the same results on their own.

WHAT ARE SOME RESULTS YOUR CLIENTS HAVE HAD?

This is a great way to find out if your expectations are realistic. Remember, results will probably be different for each person (even if you're signing up for a pretty standard program) but understanding what clients have accomplished previously will help you size up what is possible and how you feel about it.