



# Do I need a business coach?

Using a business coach is not essential. There are lots of very successful businesses out there who have never used a coach. Your business exists because you created it. Whatever customers you have, whatever sales you've made or products you offer; that was something you created from nothing. Given everything you have achieved so far there's no reason you can't continue to work on your business to get it to where you want it to be.

## However...

If you are here reading this there's a good chance you're feeling a bit stuck. It might be you want to grow your business but you're not sure how, it might be you want to make more money or work less hours or feel less stressed by your business. Or it might be all of the above. If so, these are things a coach can help with.

## A fresh pair of eyes

Whatever challenges you are facing you have probably been looking at them for a while. Having a fresh pair of eyes to ask the right questions and help you to think differently can be invaluable. This is something that a coach can provide but there is the potential to get this for free if you have a friend or other contact whose opinion you value and would be willing to get into the weeds of your business with you for a bit. However you achieve it; having someone approach your business without any baggage or expectations can be helpful. You will need to be completely honest about where your business currently is. Painting an overly rosy picture or glossing over things won't get you the guidance and perspective you need.

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## **Support and accountability**

Working one-on-one with a coach or mentor means they can provide a tailored experience. They will be able to focus specifically on your business and your priorities. There is also a high level of accountability with one-on-one support, you will probably have tasks to complete between sessions to keep you on track and progressing towards your goals. The right coach will be as keen to listen as they are to talk, be supportive but able to hold you to account, and won't have a one size fits all approach.

## **Choosing the right coach or mentor**

Choosing the right coach or mentor might feel challenging but trust your gut. Follow them on social media, if they have a blog, read it, are they sharing things that resonate with you? If there's someone you have in mind see if they offer a no obligation chat or discovery call. You need someone you gel with and that you feel you can trust, the same coach isn't right for everyone so it's worth taking the time to find the person that has a style that suits you. Avoid anyone who promises to have some kind of magical secret or suggests that you're doomed if you don't work with them, neither of those things are ever true.

## **It seems expensive...**

It is. Coaching in a one-on-one setting isn't cheap; you're getting someone's undivided attention and expertise. There are lots of free or lower cost alternatives. Books, podcasts, courses etc. It's similar to exercise, you don't need a personal trainer, you can follow an online workout for free. It's just that a personal trainer might get you where you want to go quicker and more easily.

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## **Are you coachable?**

Coaching isn't right for everyone and not everyone is right for coaching. Be honest with yourself. Are you open to taking onboard new ideas and challenging yourself? It's your business, you don't have to do everything your coach suggests but if you are unwilling to make changes, you're unlikely to gain much from the process. You are also probably quite a busy person, are you going to be able to dedicate time to being coached and then taking action?

## **Whatever you decide...**

There's no silver bullet. There is no one thing that someone is going to tell you that will fix all of your problems. There are however tactics, strategies and ideas that can move you in the direction you want to go. A coach can help you choose the right strategies for you and give you a kick up the bum to implement them. The kick up the bum is crucial. No book, course or coach can do the work for you, it's like thinking that a personal trainer can do your press-ups for you. What the right person can do is give you the mixture of guidance, inspiration and accountability to help you get your business to where you want it to be.

## **Am I the right coach for you...**

Maybe. I've been running a food business for a long time and I've made a lot of mistakes. I've also done some things right and learnt a lot from the process. I'm good at being direct and I'm good at seeing through people's bullshit. I'm also supportive. I know what it's like I at the coal face and I feel passionately about food and hospitality. I think in our own small way we make the world a better place but that shouldn't cost us our enjoyment of life or our sanity. If that resonates, let's have a chat.

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