3 MISTAKES

Business Coaches Make That Are Costing Them THOUSANDS

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If you are like most small business coaches, you do what you do because:

- You are passionate about helping others experience success.
- You believe that running a successful business does not have to be a struggle.
- You want to make a big impact on the business community and your clients' lives.

But there is a secret that business coaches do not like to talk about:

Many are struggling to figure out how to scale and grow their own businesses.

They are looking for a way to meet their financial goals without working crazy long hours and completely burning out.

They are tired of reinventing the wheel with each client.

The following is a list of **3 things** that you can **stop doing today** that will lead to **more income and greater impact without working harder and longer hours.**

"Having the Pumpkin Plan tools at my fingertips has made a huge impact on my business. This program provides me with the focus, clarity and confidence to bring a high level of service to my clients and provide them with the return on investment that they seek."
Stacey Sequin, Oh My ROI

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Mistake #1:
You Are a Generalist

A generalist serves many different types of clients with a variety of services. You might be tempted to take this approach because:

- You don't want to exclude any businesses that you can potentially help.
- You want to attract as many clients as possible.
- You really enjoy working with a variety of clients, learning about new businesses and industries as you go along.

Unfortunately, this approach is costing you profits, clients and impact.

The solution is to choose and focus on a specific market niche. Become a specialist.

It might seem counter-intuitive but narrowing your market and your offering will significantly boost your profits.

How This Works

a)
The return on your marketing investment will increase exponentially when you narrow your focus.

Marketing is most effective when:

- It creates familiarity and recognition.
- You repeatedly appear in front of the people you want to attract.
- You have a message that your target audience really cares about.

This enables you to stand out from the noise and attract your ideal clients into your business.

If you do not have a clearly defined niche, how do you know where to show up with your marketing, so that your prospects see you enough times to make an impact?

You don't know, which means you have to be everywhere if you want to be seen!

To be successful your marketing budget would have to be huge, and your cost of acquiring a customer would be huge too.

On the other hand **if you have a very clearly defined niche:**

- You know exactly where to find your ideal clients.
- You can target your marketing message towards your ideal clients' specific pain points.
- Your conversion rate increases.
- You spend less time and money to gain more clients.
- Your cost to acquire a customer goes lower and lower.

b)
Experts make more money.

When you specialize in working with a specific market, you have the ability to dive deeper and deeper into their challenges and the solutions to those challenges. You become the recognized expert, the go-to business coach for your niche market.

People will pay a premium to work with the go-to expert that answers their needs. Charging a premium is certainly more profitable than having to cut your prices to compete with the other generalists.

"Having a systematized program like The Pumpkin Plan provides me the structure I need to communicate the value of my services to clients and potential clients. When you are vague about what you offer and the results you get, people tend to undervalue what you can do for them. When you can say that you have a proven process to take them through, then your services become much more tangible."

Ben Phipps, OneSource Financial Group

c)
New service offerings are more likely to succeed and will be more profitable if you are using a niche strategy.

As you work with, observe, and get to know the specific wants and needs of your community, you will become very aware of the gaps and how to fill them. And you will know exactly who to consult with and where to test your new offering ideas.

In his book **"The Pumpkin Plan: A Simple Strategy to Grow a Remarkable Business in Any Field,"** best selling business author **Mike Michalowicz** demonstrates how understanding who your very best clients are and specializing in serving them gives you the ability to grow your business exponentially.

At Pumpkin Plan Your Biz we teach our Certified Strategists how to help their clients narrow their focus for growth and profitability, and how to apply this strategy to their own business growth as well.

Would you like to become a Pumpkin Plan Strategist? **APPLY HERE.**

"The value of having a proven process at my fingertips is that it allows me to spend my time executing. If my business had to wait for me to create the lesson plans and the structure, it would be waiting forever. Also, having that structure prevents me from going off on tangents, and enables me to dial into the real issues more quickly. Having the materials and a framework that I can use right away with clients is incredibly valuable to me because I don't have to focus on content creation, I can focus on working with my clients to take action and get results. Better results for my clients translates into better results for my business!"

Shawn Walsh, Encore Strategic Consulting

Am I a Generalist?

Actions I can take to improve this area.

Mistake #2: You Reinvent the Wheel With Each Client

Many business coaches and consultants pride themselves on delivering customized solutions for each client. After all, every business is special and deserves your individualized attention.

Unfortunately, this approach is time consuming, inefficient, and difficult to sell. The inefficiencies cut into your profits and reduce the number of clients you can work with. The uncertainty is often stressful and leads you to burn out.

Solution: develop or use an existing business coaching process that produces specific solutions to specific issues.

Pumpkin Plan Certified Strategists receive training and a license to use The Pumpkin Plan Action Guide with their small business clients.

The Pumpkin Plan Action Guide, based on the strategies in the book "The Pumpkin Plan," is a step-by-step system that removes the obstacles to business growth (the problem). It provides the tools to devise an underlying strategy that produces both profitable growth and time freedom for the business owner (the results).

Using a proven system for developing effective business strategy:

- Frees up your time and energy to focus on getting consistently stellar results for your clients.
- Creates value and enables you to receive high value for your work.
- Provides a set of tools at your fingertips and a step-by-step process, creating efficiencies that enable you to work with more clients more profitably.
- Enables you to stop reinventing the wheel.

When you have a clear process and can describe the challenges you address and the transformation your clients will undergo, it is much easier for your prospective clients to understand the value of your services and to say YES to working with you.

Click Here to Apply to Become a Certified Pumpkin Plan Strategist.

Do I Reinvent the Wheel?

Actions I can take to improve this area.

"This program moves you from random acts of coaching and consulting to being able to deliver a systematized consultative service, honing in on the actions that enable your clients to grow their business at a rapid rate, get back on track and re-engage with their business again."

Christeen Era, Core Growth Strategies, Green Profit Academy, and Author of Profit First for Lawn Care and Landscaping Businesses

Mistake #3: You Are Trading Dollars for Hours

Many professionals charge their clients by the hour. It seems like a logical way to get paid. After all, your time is valuable and you should get compensated for it.

When you charge by the hour for your services, however, you set up a dynamic that makes it very difficult for you to scale your business and grow your profits.

PROBLEM

Charging by the hour makes the sale about the value of your time vs the value to your client. You will need to prove to the client that "you" are worth what you are charging. You are more likely to get push back and price pressure.

SOLUTION

If you price your services as a package, you can set up your services as a **tangible investment that will produce a return for the client.**

When you charge a flat fee for the package and focus on the results, then your pricing becomes about the value you are helping your client produce and the results that they will achieve, vs the value of your time.

PROBLEM

When you charge by the hour the client can cut back on your sessions or take a pause when they get busy and the result is that you do not get paid.

SOLUTION

Create packages and have your client pay up front or on a payment plan, reducing the likelihood that they will cut back on sessions and pause their payments. **Your cash flow becomes more predictable.**

PROBLEM

When you charge by the hour **your income is limited** to how many hours you can work and bill.

SOLUTION

With value priced packages you can **offer scalable added value**, such as resources and tools. You can benefit from efficiencies in your own business.

If you have a reliable process you can leverage your time to increase your income, producing great results for your clients without working harder or longer.

When you have a process that is defined by results vs the amount of time that you are spending with the client, it is easier to create a value based packaged offering that is a win for everyone.

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Am I Trading Dollars for Time?

Actions I can take to improve this area.

"Using the Pumpkin Plan program has been integral to our business growth and success. The Pumpkin Plan was the missing link for us, as the strategic growth tools have ensured that our clients continue to highly value our services beyond the bookkeeping. Delivering these services differentiates us from other bookkeepers, and our clients continue to pay a premium as we help them uplevel their businesses."

Michelle Scribner, Sum of All Numbers

Need Help Removing These Barriers to Growth?

While these business coaching mistakes have obvious solutions, they're not necessarily easy to implement. And most coaches can't fix them overnight. But when they do, they grow!

"Since I joined Pumpkin Plan Your Biz and went through the strategist program, business stopped being hard and growth became easy. I knew exactly what to sell, I knew who wanted it and I knew exactly where to find them. And my income is now 3.5 times what it was five months ago."

Geraldine Carter, She Thinks Big Coaching

Our Pumpkin Plan Strategists get the tools and support they need to stop leaving big money on the table.

APPLY TO JOIN TODAY

PUMPKIN PLAN YOUR BIZ

If you would like to have a proven business growth process at your fingertips with:

- an easy to follow client growth toolkit,
- a proven process from best-selling author, Mike Michalowicz, and
- the training and support you need to grow yourself and boost growth for your clients...

Apply to Become a Certified Pumpkin Plan Strategist Now.

"Being a Pumpkin Plan Strategist has given me access to a network of experts that enables me to bring more expertise than just my own, to my clients."

Darren Cioffi,
CBMS Consulting Services