

# TOP 5 CHARACTERISTICS OF A EFFECTIVE COACH

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**#1 PERSONALITY COUNTS** You need to feel comfortable communicating with your coach, see full transparency and not feel judgement from a coach.



**#2 ACCOUNTABILITY STYLE IS KEY** We are all built to avoid pain or go toward pleasure. Your coach's style should motivate you to do uncomfortable activities to grow your business.

**#3 EXPERIENCE IS SO IMPORTANT** Hiring a coach is an investment of your time and your money. Ask questions about your coach's training & experience.

**#4 A COACH & A TRAINER ARE DIFFERENT** Determine if you need more training vs. coaching. An effective coaching experience should address gaps in your business or limiting beliefs in your mindset, not teach you a skill set.



**#5 NOT A ONE SIZE FITS ALL EXPERIENCE** Coaching programs vary based on models & systems. Yet, an effective coach identifies your qualities and goals, and creates a customized strategy unique to your business.