



## 1. IDENTIFY YOUR GOALS

- Are you trying to grow revenue, improve leadership, expand into new markets, or create better work-life balance?
- Being clear about your goals makes it easier to choose a coach whose expertise aligns perfectly with your needs.





## 3. SCHEDULE DISCOVERY CALLS

- Most reputable coaches offer a free consultation.
- Use this time to ask about their methods, past results, and how

they'll tailor their approach to you.



## 4. CHECK CREDENTIALS - BUT LOOK BEYOND THEM

 Certifications are helpful but not everything. Real-world business success and client results matter more

