

Who Are You as a Business Owner?

Look inside and ask yourself — Do you see coaching as a hobby or as a real business? Do you see yourself as the CEO of your business? Whether or not you like the term CEO, you are the person in charge of your business!

Your business vision should include not only your dreams for your business, but also a vision of yourself as a business owner. If you think of your coaching practice as just a hobby, or “something you do on the side” then that is what you will have! If you see it as a real business, then that is what you will have!

Examine what Saboteurs you might have about what you assume it means to be a business owner and what you assume you have to do or be in order to become a business owner. Do you assume it means that you have to be focused only on the bottom line, not interested in people, be serious all the time, wear pin-stripe suits, be conservative and stuffy and domineering? If that’s what your Saboteur is telling you, examine how that benefits you. Chances are, it’s holding you back from fully stepping into your power as the one person in charge of your business. You get to decide how you want to act and be as a business owner — not your Saboteur.

As a self-employed coach, you are wearing two hats: coach and small business owner. Both roles are equally important! As a business owner, you may realize that you need additional learning and skills in topics such as marketing, finances, business legal issues, and the like. There are many ways to gain these skills, through training organizations such as CTI, your local community college, and private workshops and seminars.

Many coaches find that it works better for them, and honors more of their values, to form alliances with other coaches or related professionals such as trainers, consultants, or therapists. They find that these alliances help keep them focused and provide companionship while they work. Experiment and see what works best for you.

Additional Resources

- Fast Company magazine: www.fastcompany.com
- National Association for the Self-Employed: www.nase.org