



How to Create a Success Team for your Health Coaching Business

When you start your first Health Coaching or Personal Training business you are so focused on giving people a great experience and awesome workouts that it's easy to put off things like paperwork, taxes, forms, and bookkeeping. That's normal! Those things aren't our strengths! We love people and fitness and teaching people to live healthy lives!

The backend of your business is easy to neglect when there are people in front of you who are requiring your immediate attention.

That's why it is CRUCIAL that you create a success team to help you.

Listen, you can't do it all yourself. For one, there aren't that many hours in the day and second, the world needs your gifts of inspiration and motivation. You don't need to be putting in hours trying to figure out forms. That is someone else's gift!

Here's who you need to get on your Success Team and why:

1. A lawyer that you trust and you can develop a personal relationship with.

Here's why: You need to have your client sign-up forms and financial contracts worded in a way that is consistent with laws in your state and your industry. You need to have a refund policy that is standard. You also need to have a contact (your lawyer) who you can call or email when you have questions. You will have very few legal questions, but when you do, you need to have someone in the know that you can be comfortable reaching out to. There are all sorts of things that could pop up: non-compete clauses, registered trademarked logos, etc. Don't trust the internet. Trust your lawyer.

2. A CPA that specializes in small business.

Here's why: You will at first BE a small business. How big you take your business and your vision is up to you, but taxes, payroll, and insurance are always going to be a part of that! I found a CPA who specialized in woman-owned small businesses and she has been amazing at helping learn more about the benefits and risks of claiming certain stuff on my returns. I trust her. Also, a good CPA will help you maximize and manage your 401k plan and make sure you are paying yourself, too.



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3. A Business Coach / Mentor who knows YOU.

Here's why: You need someone who can see what your strengths are and help you maximize them. When you start your business there will be things you don't like doing, and until you can hire that stuff out, you'll need some accountability and structured plans of action so that they get done. It's soooooo easy to get too busy for the things we don't like (i.e. filing papers, updating spreadsheets, working on marketing plans, etc.). Get someone in your corner who can see your greatness, even when you are overwhelmed and exhausted. Let them hold the vision for you when you lose sight momentarily.

4. A local SBA office, CWBA, etc.

Here's why: You should utilize the amazing resources that a Small Business Administration office can offer you! There are branches of the SBA like a Center for Women's Business Advancement (CWBA - here's mine: <http://cwbanh.com/>) This is where you can get FREE hands-on help with writing your business plan, getting set up legally with the state department when you register your copyright, trademark, tradename, etc. They get grants from the government to help you. They want you to succeed. They see startups all the time and have great advice!! You can double check the important stuff with your lawyer if necessary. Find someone you resonate with in the office and they will totally be an amazing resource. I am still friends with the woman who helped me start my first business 10 years ago! We are 2000 miles away and we have both progressed in our careers light years, but I still ask her opinion on stuff, and she still takes the time to answer :)

5. A banker at your local bank branch.

Here's why: It is crucial that you keep separate accounts - a biz account vs personal account. Never mingle the two. Your CPA will thank you. Your banker will help you get things set up so you have your tax ID # associated with the right account and also help you with things like lines of credit, loans, and payroll checks. There may be times when you screw things up, overdraw an account, mess up your bookkeeping or whatever. It is super reassuring to have someone at the bank who can help you straighten things out. Again, they want you to succeed. Let them help you!



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So, there you have it ~ 5 very important people to have on your Success Team. This will give you peace of mind as you launch your new business! To know that there are people close by who have your back and you can call for advice and information allows YOU to focus on being fabulous and exceeding all your client's expectations.

Want help?

I've opened up my calendar for aspiring Fitness Professionals who are ready to turn their passion for health and fitness into a profitable business.

Get your complimentary 30 minute Business Breakthrough Session and:

- Get laser-focused on your Core Values so you can attract perfect-for-you clients
- Gain clarity on your next steps in building your Health Coaching business
- Walk away with increased confidence in your coaching skills and what's possible for you.

Interested? Go here to sign up:

www.MeetWithCarolyn.com