



# Influencer™ Magazine

## 23 Reasons Coaches Fail to Thrive:



Jo Hawkins

## Why Coaches Fail to Thrive

1. They Under Value themselves and don't know how to charge their worth.
2. They are Overgenerous and give everything away without a win-win Success Principles, Secrets and Psychology.
3. Don't get out of their comfort zone and Lead as they know they are called to do.
4. Don't step out of Local and go Global, with a proper Global Leader Launch Strategy.
5. Don't leverage their Time and Expertise with 1-many systems.
6. They fail to Build a Personal Brand as the Human Connection or Face of their Business.
7. Not selling from the heart, where their services are a force for good.
8. Don't develop Signature Programs to change more lives.
9. Don't get out of their own way and focus on the Transformation of their Clients.



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10. Don't develop passive income streams so that their time is freed up.
11. Don't form multiple income streams.
12. Haven't focused on their own Transformation as an authentic product of the product.
13. Don't know how to show credibility.
14. They get confused as to who is the Brand Hero in their Niche.
15. Have not developed their unique value, Intellectual Property, USP or VRIN.
16. Don't invest in their Personal and Business Development, or have a Coach or a Mentor of their own, in expectation of an ROI (Return on Investment).



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17. Don't develop content that speaks directly to their clients' needs.
18. Don't know how to package up their brilliance in a way that works.
19. They haven't found an alternative to Self-promotion.
20. Don't have an effective Client Attraction system so that clients come to Them.
21. Have not found a Tribe, Network, or Alliance to run with for strength and support.
22. Don't position themselves as the Experts they are.
23. Don't keep an intelligent watch on their KPI's, or understand them fully.

**Influencer Magazine - serving Expert Coach-Consultants who thrive.**

**To find out more in a video training, go to:**

**<https://InfluencerMagazine.online/23ReasonsVideo>**