Key Benefits of a Business Coach

Today’s competitive environment demands that LNCs who want to succeed as an independent consultant have a business coach.

Making mistakes is expensive. Consider the costs of:

• charging fees that the market will not bear,
• missing deadlines,
• turning in inferior work product,
• not being responsive to an attorney’s request,
• not knowing how to attract the attention of attorneys, or
• not using sound business practices to manage cash flow.

A business coach understands your goals, dreams and strengths. A coach is part advisor, part cheerleader, and part manager. A coach helps you set goals and achieve them. A coach provides advice, support, focus and guidance.

These are some of the benefits of working with a coach:

• Identify prospects and referral sources.
• Get an objective perspective on your marketing methods and materials.
• Set measurable goals and learn specific strategies to achieve them.
• Make a commitment to specific activities and be held accountable to achieve them.
• Move your marketing activities to a higher level by embracing new tools and techniques.
• Practice your marketing activities in a safe environment before implementing them.
• An experienced coach works in your niche and understands how to market to attorneys.
• Avoid making expensive mistakes in marketing and business management.

A coach is like a business partner, without the entanglements, who gives you insight, direction, and a new perspective.
What to Know Before Hiring an LNC Coach

I love coaching programs. I’ve had coaches since 2008. Here are some tips on finding the right LNC coach and coming up with the right plan to get the most out of coaching.

Qualities of the LNC Coach

When you are considering working with an LNC coach, determine if the person is knowledgeable and an expert in the subject.

Qualifications

What qualifies the person to be a coach? What results did the LNC get in his or her business? What has the coach done for other people? The coach should be willing to tell you this in advance before you decide to say yes to the program.

For example, I founded an independent LNC business that billed over a million dollars a year for the last 5 years I owned the business.

What do others have to say about the coach’s expertise? Can you contact other people who have worked with the coach and ask them some questions? They'll say, "This is exactly what it was like working with this person. I'll give it to you straight." And then you can ask if they'd recommend that you work with the LNC coach. You'll get more information asking other people who've taken this coaching in the past than you will any other thing.

Teaching abilities

Not only does the LNC coach need to have a deep knowledge base, but she must be able to teach what she knows. It's not enough to know and to be an expert. The LNC coach must be able to communicate what she knows in a way that will get other people to act.
That's not enough, though. Not only does she have to have the expertise, not only does she have to have the ability to be able to teach others what she knows, but she must be able to relate to you.

Your LNC coach should be able to take you to the next level because your personalities mesh. You like her; you like being around her. You really appreciate and respect what she does.

And the LNC coach knows how to get inside your head. There's going to be times where you want to moan, "Oh, man. I can't get going." The coach is going to be there for you. She is going to figure out what motivates you to act, and then she’s going to talk in the language that will get you to act using those specific motivators. That's what the best coaches do, and that's so valuable.

This is Pat Iyer. Before we continue with the show, I want to offer you a unique opportunity to speak with me. Here’s what we can accomplish for you:

- Create a crystal-clear vision for your legal nurse consulting business
- Uncover the hidden challenges that could be sabotaging your success as a legal nurse consultant
- Leave the session renewed, re-energized and inspired to tackle your challenges

With close to 30 years in business as a Legal Nurse Consultant, one of the most rewarding things I get to do these days, is work with coaching clients to help them grow their businesses.

Please use this link to help me understand where you are and where you want to be with your business: http://LNC.tips/gethelp.

Focus on results

The best coaches want to get you results more than they want to be your friend. She will push you because she wants you to get the results. She should want to help you achieve your goals more than she wants to be your buddy. Coaches who want to be buddies with somebody can't push them that hard because they're going to get pissed off at the coach from time to time.
What do you want to achieve with coaching? This is what you should know also before joining a coaching program. You’ve got to have a plan. If you don't have a goal going into the coaching program, you probably will not get your money's worth.

**Realistic expectations**

Have realistic expectations. A lot of people think a coach is going to do all these things for them and immediately change their life. No. A coach can only help you develop strategies, but you personally must utilize those strategies. As an LNC coach, I can’t want to see your business develop more than you want to see it develop. I can motivate you to act, but you must carry out the action plan.

The best solution is to work with an LNC coach to develop your own goals. Not everybody has the same goals. If your coach knows what goals you have, can work with you, you two can create a plan together so you can get the most out of the coaching. That's what good coaches do.

**What a coaching program can give you**

**Fresh perspective**

LNC coaches give you a fresh perspective. They have an objective view. You only see things from within. They see things from without your blinders. The coach also knows how other LNCs have tackled the same issues as well as how the LNC coach has succeeded with the same challenges.

**A hand between your shoulder blades**

There are going to be tough times and that's when you get pushed. That's when your LNC coach says, "Do it." I remember how anxious I was the first time I had to tackle doing a budget. My coach made it easy and led me through the steps.

**Accountability**

A coach gives you accountability. You have somebody you have to answer to. And anytime you have somebody who you respect, you're going to get more work done...
-- plain and simple -- just because you don't want to let them down. If I had my way, I would not have prepared a budget.

**Breaking habits**

An LNC coach also gives you a chance to break habits because she challenges your habits. She asks, "Why do you do things this way?" You say, "I don't know. I just do them that way." "Let's try it this way instead." And she forces you to face unproductive habits.

**Insight**

A coach also gives you her insight you can't get anywhere else. She gives you advice to deal with situations, which is super valuable.

**A safe person for venting**

A coach lets you vent your frustration, meaning sometimes all you need to do is bitch for a little bit. Then when you're done, you're able to go back out there and get on with it. But if you don't have anybody to do that to, you don't get that value.

**Safety net**

You get peace of mind that whatever you do, if you go out there and mess up, you can turn to your coach and she'll help me figure out what to do next. That's another value.

There you have it -- what to know before joining a coaching program and hiring an LNC coach.

I coach LNCs through LNCAcademy. Want to talk to me for free? Set up a call with me, Pat Iyer, at [http://LNC.tips/gethelp](http://LNC.tips/gethelp)

I've got a phenomenal resource for you just waiting on LegalNurseBusiness.com. My online training and books are designed to help LNCs discover ways to strengthen their skills and businesses. Check them out at legalnursebusiness.com.
Many of us are lifelong learners who enjoy the chance to keep expanding our knowledge. Just like the book of the month clubs, LNCEU.com gives you two online trainings every month. We have a yearly payment plan that saves you over $50 compared to paying monthly, and each program is hugely discounted. Look at the options at LNCEU.com.

The LNCAcademy.com is the coaching program I offer to a select number of LNCs. You get my personal attention and mentorship so that you can excel and build a solid foundation for your LNC practice. Get all the details at LNCAcademy.com.