4 Mistakes to Avoid When Coaching Online

If you want to be an online coach, you are going to want to get as good as you can at your job before you start taking on clients. That means learning everything you can about coaching, developing a game plan for helping clients and being able to bounce back when someone isn’t working properly. It also means making mistakes. Making mistakes is a vital growing part of any new endeavor and while you can’t avoid all of them, there are four mistakes that you should avoid making as a new online coach, because it will kill your business before you even get started.

**Doing Everything:** People that do ‘everything’ actually get very little done. If you are a writer, a coach, a YouTuber, a web developer and internet marketer and a wife and mother (or husband and father) you are going to find that all of your endeavors will suffer because you are trying to do too much. Just concentrate on a few things, and do them well.

**Having a Crappy Website:** Unfortunately, one of the other major problems that new coaches suffer from is a terrible website; many coaches seem to want to make the website themselves to save money but they end up with an amateur-looking site that is not going to attract a single person. Make sure that you spend some time and money making your website shine, because it is your face to the online world.

**Concentrating Too Much on Training & Certification**: Some coaches start their businesses and have enough money to invest and grow their coaching practice, but they end up spending everything they have on training and then wonder why they can’t get anyone to sign up; that’s not to say that training isn’t important – it definitely it – but you want to do just enough training to get you started and invest in your website, equipment, tools and promoting your coaching business.

**Not Having Money to Start & Grow Their Business:** Finally, many coaches go into the business without any sort of nest egg to build their business with. You’ll want some money to invest into your business, because the old adage is right: you have to spend money to make money. You’re going to want to have a little bit saved to build your coaching business as well as money saved to live on if you have decided to it full time.