



## When do you become a Coach?

Hi! I'm Sharon Jurd and welcome to my Biz Blitz video and today I want to talk to you about **when do you become a coach?** When is the right time? What expertise do you need? What experiences do you need? I get asked this question a lot and I wanted to share some tips with you today on when the right time is to become a coach.

Firstly, **you have to learn deeply** and what I mean by that is, you learn a new skill, and you've probably already done that, but you know it deeply, you know it inside and out. It might be a particular part of your business, it might be going through a tragedy and how you've overcome that. You have to deeply know this.

Secondly, **you have to practice what you learn.** If you are saying to people, "this is my weight loss program", and you aren't utilising it and you're not practicing those methods, then it's very difficult for people to build a rapport with you or connect with you in some way. I'm not saying that you have to be the optimum level of fitness to be a fitness trainer but there has to be some rapport built there where you're utilising tools in your own business or in your own life.

Thirdly, **go and teach others** because I think that it is very important if you have a small amount of knowledge or expertise and experience, it doesn't have to be 30 or 50 years of business, if you have gone through a challenge, a tragedy, or you've owned a business or you have some life experiences or expertise around health, wellbeing then, it is an obligation for you to go and teach others. There are people out there that are needing to hear from you and it's very important that they can easily find you.



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To answer the question - when is the great time to become a coach? Right now! You have it all within you to know enough to become a coach. Sure, there are some strategies around becoming a coach and there are some systems and processes that I share with my attendees at my events and so forth, because that's what I do; I learn, I practice and then I go and teach.

So there are my three steps for you – learn, practice and then teach and that can be done in a very, very short time. You don't have to learn something for many, many years. You may have learned something for the very first time in one day and you can go and teach that to others. So that's my answer, get coaching right now. Get out there and share your message, share your story, expertise and experiences with others.

I'm Sharon Jurd. I hope this video has been of value to you. If you think this would be of value to your friends, family or colleagues, please share my video because I want to help as many people as I can and I need your help to do that. I'm Sharon Jurd and we'll talk very soon.