

Green flags when hiring a business coach



What to look for before you invest

Virtually Debbie



They've done it themselves

They've actually built and scaled their own business, not just read about it in a textbook.

They know what it feels like to pivot when things aren't working, and celebrate the wins because they've been there.

They listen first

They ask you a ton of questions about your business, what you're struggling with, and where you want to go before jumping into "here's what you should do."

No cookie-cutter advice.

They actually get to know YOU.

**They challenge you
(respectfully)**

**They're not just going to tell
you what you want to hear.**

**They'll push you out of your
comfort zone and call you out
when you need it, but they do it
with respect, not judgment.**

They walk the walk

Their own business is proof of what they teach.

If they're preaching boundaries, they have them.

If they're teaching marketing strategies, you can see them working.

They live it.

They have a proven track record

They have real results and can share stories from actual clients (with permission).

They're open about what works, what doesn't, and how they measure success.

**They have clear structure
& boundaries**

**You know exactly what you're
getting.**

**No surprises on pricing, no
vague "we'll figure it out as we
go."**

**They have clear availability
and respect their own time,
which shows you how to do the
same.**

**They focus on
implementation**

**They help you actually DO the
thing, not just talk about it.**

**You leave sessions with action
steps, accountability, and
momentum, not just a
notebook full of ideas you'll
never execute.**

They're honest and have integrity

When something's outside their area of expertise they connect you with someone who can help instead of pretending they know everything.

They never pressure you...EVER.

That's integrity.

**They're invested in your
success**

**They genuinely celebrate when
you win.**

**They want you to outgrow
them eventually.**

**Your sessions feel energizing,
not draining.**

**You can tell they actually care
about where you're headed.**

They're continuously evolving

They're always learning, always refining their approach.

They don't rely on the same playbook from 2015.

They bring fresh ideas because they're invested in their own growth too.

**Looking for this kind of
business coach?**

If so, let's talk.

**I'm offering free mini business
coaching sessions so you can
see if it's an aligned match.**

DM if interested.

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