

- How do you select professionals who will help you succeed at your coaching practice?

What qualities must a website and logo designer, copywriter or virtual assistant possess?

But, first, do you even need a group — your “dream team” — that will help you express and support your vision? **Ileana A. Rontea's** response is, “Buyer beware!”

Choosing Your Dream Team

When first we decide to open our own business, especially a home-based one, we all know we can't do everything ourselves, although we may be tempted to. We know we're not lawyers or accountants, so we're okay with delegating those tasks. But we often try to do those other things ourselves — even though they also require advanced abilities — such as website and logo design or writing content for our sales and marketing materials.

Unfortunately, because her business is booming at this point, she is content to leave her website as is. However, once she has a competitor or two, she will be at a distinct disadvantage because glaring errors point to a lack of professionalism and dedication to excellence. Unless she makes the necessary changes, her venture will ultimately suffer because of a lack of vision and not understanding that money spent now on impeccable presentation will bring in substantial revenue later.

“**Find the right people** through referrals from others you trust.”

Time is the one thing we are always short of. So, will you spend your precious time designing and composing website content, acquiring more clients or providing phenomenal service to the ones you already have? This issue becomes compounded if you don't know how to do web or logo design, but try to master these skills in “no time.” The results are often so poorly done that, instead of attracting prospective clients, you turn them away!

Here's a case in point. A few months ago, I met someone at a networking event who has a very unique business; so unique that, at this point, she has no competition! Unfortunately, this person has decided to do it all herself — create her own website and write her own marketing materials without benefit of an editor. After visiting her site, I ran into her and gently pointed out that correct grammar, spelling and lexicon usage would go a long way in supporting her message.

So, how do you pick your team? To answer this question, let's look at some complications other coaches have encountered in this process. One complaint I often hear from my clients is that they are working on a logo with a designer who just “doesn't get it.” Or, maybe, it's a web designer who somehow doesn't take direction very well and is repeatedly presenting unacceptable drafts. How about an accountant you feel uncomfortable with because your level of risk tolerance is higher than his?

Be careful about hiring someone you don't know and who doesn't appear to want to get to know you first! My client, Jane, found this out the hard way. Jane and I have worked together for some time devising ongoing strategy for her coaching business and creating some fun and dynamic marketing materials. Jane has also worked with another talented woman who created her logo and designed her website; we are both part of her dream team, as she calls it.