Article #4

Coaches Need to Constantly Challenge Their Knowledge to Remain Marketable

I don't care how much of an expert you think you are. In fact, I don't care how much of an expert other people think you are. You may have won all sorts of awards. You may even be at the top of your game. None of that really matters if you allow your knowledge to stagnate.

There is no shortage of niche household names that have fallen by the wayside. These people used to be the ‘go to’ experts in their respective fields. In fact, for many of these experts and authorities, a lot of people in their fields couldn’t stop saying their names. After all, namedropping works! Sadly, you won’t be hearing their names being dropped nowadays. it’s as if they have dropped of the face of the planet. Nobody seeks them out except maybe for some sort of self-serving oblique reference. What gives?

Believe it or not, even seemingly ‘bullet proof’ expert brand names can become obscure because they did not challenge their knowledge. For whatever reason, they allowed themselves to recede in the background instead of constantly being front and center in their industry by taking on any and all controversies and discussing the latest and greatest niche trends.

You may be thinking to yourself that you have figured out everything there is to know about your niche. That may very well be true, but you have to understand that you have to constantly challenge yourself. You have to constantly make sure that your knowledge is cutting edge.

Otherwise, your stubbornness is going to cut into your coaching business’ continuing marketability. Don’t be surprised if people think your knowledge is outdated or behind the times. Believe me the moment people start thinking of you in those terms, you might as well kiss your coaching business goodbye.

Nobody's going to approach you. Nobody would want to book an appointment. Nobody would want any kind of one-to-one live coaching. In fact, don't be surprised if your book sales drop off a cliff.

That's how important up-to-date knowledge is. People really couldn’t care less about outdated knowledge. It makes as much sense as buying yesterday's newspaper. It doesn't make much sense.

Do yourself a big favor. Regardless of how long you've been coaching for a living, you need to constantly challenge your knowledge with the latest and greatest information.

Stay on top of your game because if you insist on coasting or taking it easy, it's only a matter of time until everybody else leaves you behind. Believe me that's not going to be a happy day. The last thing that you want is to feel that you're going to have to catch up. Chances are you're going to have to work doubly hard only to end up in the same place as everybody else. Not exactly an encouraging situation.

Do yourself a big favor. Click here to figure out how to set up a truly successful online coaching business. You need to be both methodical and systematic about it. You have to have the right guidance coming in. Click here to get that proper guidance so you can do it right the first time around.