

## **Business Coaches Need a Helping Hand Too**

**By Vivi Gonzalez – [www.eproservices.com](http://www.eproservices.com)**

The recent popularity of Business Coaches is no accident. They are greatly responsible for the success of many individuals and businesses these days. Coaches are a wonderful tool to utilize in obtaining motivation, direction and much needed goals. They teach you to delegate responsibility more often in order to be able to focus on the areas of your business needs your energy the most.

Business Coaches, too, need to delegate in order to be successful!

The life of a coach is not one of just talking on the phone or replying via email. It's one that involves many aspects of various business tasks in order to be successful themselves. This is where a coach benefits from receiving a help hand from someone like a Virtual Assistant.

There is a lot of research and planning that goes into being a great coach. Although the coaching basics may remain somewhat similar, the coach must become familiar with the business that he or she will be coaching on in order for that business owner to truly benefit. This is a timely responsibility and having an assistant that can research and outline the important points is a great advantage to the coach.

The life of a Business Coach is also very busy with numerous daily appointments and obligations to meet. Having someone that keeps the appointments in order, sending out reminders and organizing their schedule is an incredible time saving tool. Not only does it make the coach more successful but in saving time, they also save money.

There are many other aspects of behind-the-scenes, business life that are mandatory but all too time consuming. A coach is wise to delegate such business functions as bookkeeping, marketing, website maintenance and newsletter publishing. These are all things that a Virtual Assistant offers in order to alleviate the pressures and stress of the busy Business Coach.

So in essence, a wise and successful coach will practice what they preach... It pays to delegate!

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