

Finding A Mentor

Coaching Questions

Why are mentors helpful?

- The saying "two heads are better than one" definitely applies when it comes to your business strategy. Often it is difficult to take an objective view of your own business and you need someone else to help you see issues that may be obvious to an outside party.
- Mentors can also help you with one of your weaknesses. If you have a weakness you want to improve upon, it is a good idea to find a mentor who has that strength. Learn from them or have them involved in your business. By filling this gap, your business is stronger as a whole.

Why would someone want to help?

- Finding a mentor can be difficult, but most of the challenge is in the mind of the entrepreneur. Many are nervous to share their idea or intrude on other's time.
- If you are nervous of sharing your idea, how will you ever market it? Use the practice of getting a mentor as one of your first sales pitches. If you can't get someone interested in working with you, your pitch probably needs some improvement.
- Don't think that you are intruding on someone's time. Successful individuals love to give back to society, plus being part of a new business is an exciting thing to do. Your mentor will get a lot of positivity out of working with you.

How to get started?

Step 1: What are your weaknesses that you need to address.

Step 2: Think about who you know. Anyone come to mind that is an option as a mentor?

Step 3: Approach them to be part of your "Board of Advisors", ask them to be a mentor that you meet with once a month, or casually ask if you can get their opinion on your business every once in a while. The first option is formal, and the last option is ad hoc. Choose what's right for you.