

Spot a bad mentor

Ten questions to ask any mentor or coaching program before you pay. Be honest with your answers. Your money and your time matter.

How to use it: Ask each question on your sales call, or look for the answer on their page. Check "Red flag" when the answer worries you.

- 1**

How many coaching businesses have they helped build?

☐ OK ☐ Red flag

A red flag if they cannot point to businesses they helped build, or the only proof is their own.
- 2**

Can they show results from coaches like you?

☐ OK ☐ Red flag

A red flag if the only proof is bank statement screenshots or big income claims.
- 3**

Have they worked with different kinds of coaches?

☐ OK ☐ Red flag

A red flag if every coach they show does the same thing in the same niche.
- 4**

Do they ask about your business before they give you a plan?

☐ OK ☐ Red flag

A red flag if you get a price before they ask a single question about your numbers.
- 5**

How much do you pay, and when?

☐ OK ☐ Red flag

A red flag if it is thousands of dollars up front, before any work is done, and all you get for it is courses. Run.
- 6**

Does the price fit where your business is right now?

☐ OK ☐ Red flag

A red flag if they want \$10K from a business that has not made its first \$10K.
- 7**

Do they say it will be easy?

☐ OK ☐ Red flag

A red flag if they promise \$10K a month like it is simple. It is not. It takes real work, and not everyone pushes through.
- 8**

Do they say there is only one way to grow?

☐ OK ☐ Red flag

A red flag if it is "organic only" or "paid only" and their way is the only way. Real businesses grow more than one way. Run.
- 9**

Will they let you sleep on it?

☐ OK ☐ Red flag

A red flag if you hear "sign today or the price doubles."
- 10**

Do they win when you win?

☐ OK ☐ Red flag

A red flag if they get paid the same whether your business grows or not.

0 red flags

A good sign. Still ask to talk to a coach they work with.

1 red flag

Ask more questions. Get the answer in writing.

2 or more

Keep looking. The right help will not rush you.