

Spot a bad partnership

Ten questions to ask any coaching platform or revenue share partner before you sign. Get the answers in writing.

How to use it: Ask each question before you sign. Check "Red flag" when the answer worries you. Every business is different, so use your judgment.

- 1** **Who owns your clients and your data?** ☐ OK ☐ Red flag

A red flag if the answer is not "you", in writing.
- 2** **What happens if you want to leave?** ☐ OK ☐ Red flag

A red flag if you lose your clients, your content or your brand when you go, or the notice period runs longer than three months.
- 3** **What is their share once you add services?** ☐ OK ☐ Red flag

Some services fairly raise a share. A red flag if every add-on costs another cut, or the total leaves you too little margin to run a real business.
- 4** **What is not included in the price?** ☐ OK ☐ Red flag

A red flag if basic features show up as add-ons later.
- 5** **Can your clients use an app with your name on it?** ☐ OK ☐ Red flag

A red flag if there is no way to get your own branded app when the time is right.
- 6** **Who answers when something breaks?** ☐ OK ☐ Red flag

A red flag if the only help is articles and a ticket queue.
- 7** **Who does the setup when you switch?** ☐ OK ☐ Red flag

A red flag if you get an upload tool and "good luck."
- 8** **Can the price change on you?** ☐ OK ☐ Red flag

A red flag if fees can go up mid-contract with no notice.
- 9** **Are you paying a share for software, or for people?** ☐ OK ☐ Red flag

A red flag if you give up a big share, still do the selling and marketing yourself, and all you really have is an account manager. You should feel a whole team behind you, not just hear about one.
- 10** **Can you talk to a coach who is already with them?** ☐ OK ☐ Red flag

A red flag if the proof is big claims and no one you can call.

0 red flags

A good sign. Get the key answers in your agreement.

1 red flag

Ask again. If the answer changes, that is your answer.

2 or more

Keep looking. A good partner will not hide the terms.