

start your **Business** *right*

SECOND
EDITION

**A Blueprint for Using Mentors,
Advisors, and Coaches**

A Blueprint for Using Mentors, Advisors, and Coaches

One of things that helped me quickly build a successful media company was the priceless advice of mentors, advisors, and coaches. Such people help you stay on target. Utilizing one or a combination of all three can help you stay focused and provide you with a wealth of information, guidance, resources, and tools to help you achieve maximum results in less time.

Mentors, advisors, and coaches help you to become accountable for your goals and actions. Many of America's top CEOs, billionaires, and entrepreneurs use coaches and mentors as a source of inspiration, knowledge, and ideas to help them expand their business and professional lives. Here are definitions of each professional and how he or she can help you achieve your goals.

Mentors

Mentors help foster an individual's personal and professional growth by sharing their knowledge and insights based on what they have learned over the years.

Advisors

Advisors are experts who offer official or professional advice in a specific area. They provide counsel or make recommendations about specific situations or circumstances.

Coaches

Coaches help to facilitate ongoing growth within a specific area, such as your career, business, relationships, or various life goals. A professional coach supports you through the growth process by providing tools, resources, and advice on how to grow.

Mentors, advisors, and coaches can help you make sound and smart decisions for improving your business, professional, and personal life. Many of these experts are extraordinarily qualified to provide advice and unlimited support in the following areas:

Start Your Business Right: A Comprehensive Guide to Entrepreneurship Success

- Financing, investments, and loans
- Sales and marketing
- Branding
- Public relations
- Personnel
- Leadership
- Business growth

For individuals who want to work on their personal or career goals, mentors, advisors, and coaches can also help you to improve in the following areas:

- Family and relationships
- Careers and employment

As you plan and implement your business and professional goals, and further your ambitions, seek the advice of professionals. They will help you achieve maximum results and meet your objectives much faster than doing it alone.