

5 Ideas to Improve Your Business A Reflection Guide

Read each article below, and write down your answer to these reflection questions.

Think about how the question applies to your own business, and what lessons you can extract.

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[Short Guide To Pricing Your Services as a Consultant or Coach](#) - HBR article by Dorie Clark, Alisa Cohn, and Marshall Goldsmith

Question: What strategy are you currently using to price your services? Is there another strategy you could experiment with in the next month? Which one? How will you plan for and execute this?

(Coach to write their answer here)

[How to Host Your Own Virtual Networking Event](#) - HBR article by Alisa Cohn and Dorie Clark

Question: who are 6 people who are prospective clients or influencers that you could invite to a virtual (or real) cocktail party? When will you do this?

(Coach to write their answer here)

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[How to Start a Thriving Coaching Practice](#) - Video Conversation with Marshall Goldsmith, Alisa Cohn, Dorie Clark

Question: What is the most useful piece of advice you learned from watching this video? How are you going to put it into practice?

(Coach to write their answer here)

[What to Do When a Prospect Is Blowing You Off](#) - Entrepreneur article by Dorie Clark

Question: Is there a prospect who is not getting back to you? What action step will you take with them today?

(If you are not currently in that situation, think back on a previous example. What would you do differently in retrospect? Capture that learning and write it down.)

(Coach to write their answer here)

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[Learn Personal Mastery](#) - Forbes article by Alisa Cohn

Question: what is one specific practice you take on every day to start your day with more positive energy? Write it down. Practice that for 3 days. How does it help you feel more positive and get more of your important work done?

(Coach to write their answer here)

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