

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 Do they run a coaching business of their own right now? ☐ OK ☐ Red flag
A red flag if they only teach, and have never built what they are selling.

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 Is there a countdown timer or "only 2 spots left"? ☐ OK ☐ Red flag
A red flag if the timer starts over when you reload the page.

4 Will they let you sleep on it? ☐ OK ☐ Red flag
A red flag if you hear "sign today or the price doubles."

5 How much do you pay, and when? ☐ OK ☐ Red flag
A red flag if it is \$10K or more, all up front, before any work is done.

6 Is the plan built for your business? ☐ OK ☐ Red flag
A red flag if every coach gets the same playbook, no matter their niche or size.

7 Who does the work with you after you pay? ☐ OK ☐ Red flag
A red flag if it is only videos and group calls, and you still do it all alone.

8 How often will you look at your numbers together? ☐ OK ☐ Red flag
A red flag if no one ever checks your leads, sales or clients kept.

9 What happens if you want to leave? ☐ OK ☐ Red flag
A red flag if you lose your clients, your data or your brand when you go.

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.