

## Looking Forward

No matter what kind of business you run, you still have to know your numbers, manage, educate and train your team and have a forward-looking vision. But when a business is in its early stages, it's hard for the business owner to know what they need to do. Simply put, they don't know what they don't know yet.

This was certainly the case with One Social Media of West Des Moines, Iowa, but they were fortunate to have ActionCOACH Business Coach Monte Wyatt as a resource they could turn to in order to grow the business.

“Before coaching we were a young start-up just over six months old and trying to figure out how we could scale our business,” Joe Soto of One Social Media said. “Operationally we didn't have any systems in place, we were disorganized and lacked perspective on how to grow our business.”

This is a situation many owners of a start-up can find themselves. Often people start a business because they are great at

what they do, but they don't have the skills and knowledge to run a business profitably. That's where a business coach like Monte Wyatt comes in.

“Monte brings an outside perspective to our systems and development plans,” Soto said. “Monte has worked with several types of businesses, both big and small and he generously shares the ideas and solutions he's discovered over the course of his career to help make us a better company.”

## Who Can You Turn To?

One of the great things about working with a business coach is that it isn't personal and owning a business can be very personal. Often owners can take criticism to heart, or turn a blind eye to what is wrong with their business. In the end, the question is, who can a business owner turn to when they don't know what to do next to help their business reach its potential?





### ActionCOACH Monte Wyatt

Monte Wyatt is one of the top ActionCOACH Business Coaches in the world.



“When I first met Monte I was drinking my own Kool-Aid. He saw issues and problems that we were in denial about. He uncovered problems by asking us questions and getting to know our existing processes or lack thereof,” said Soto.

Through a combination of Monte’s coaching and the hard work Soto and his team have done, One Social Media is on solid ground and growing more and more every day. Today Soto has a trusted advisor that he can run problems by and know he is getting a non-judgemental perspective, as well as ideas and solutions that help his business move forward successfully.

“Coaching gives us something to be accountable for and helps me stay on track toward achieving my goals. My schedule can get away from me sometimes and having something to be accountable each week keeps me focused on the right things in my business,” said Soto.

### The Results

After 18 months of coaching, One Social Media is stronger than it’s ever been and the company has a vision for where it will be in the future, thanks in large part to the coaching of Monte Wyatt. So what would Soto tell other business owners who ask him about his coach?

“When other business owners ask me about working with a coach and specifically Monte, I tell them not to hesitate. Monte is a great coach, his skill-set is extremely versatile and he will help your business.

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### Contact Us:

515-222-9193 - Phone

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