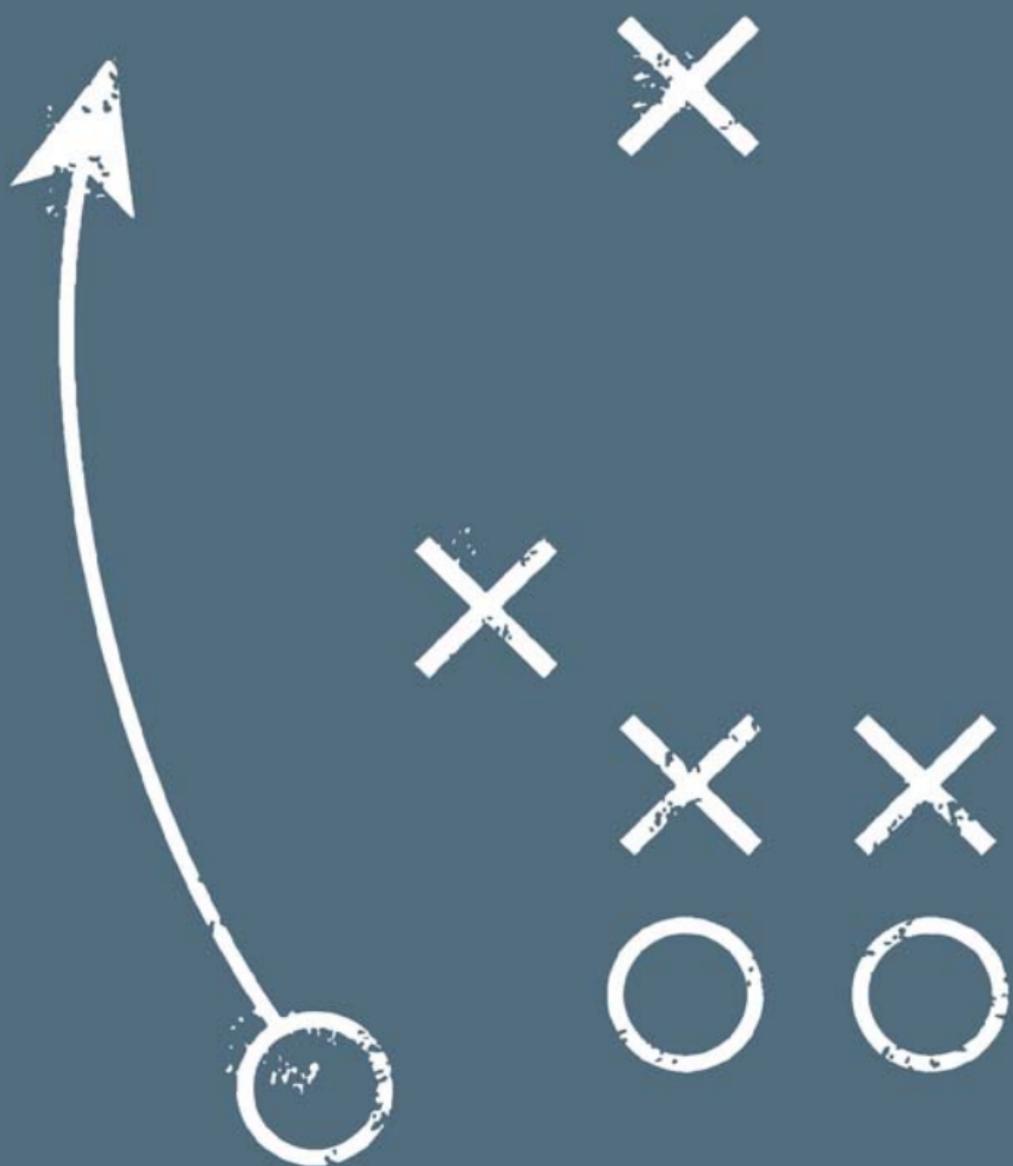


Business Coaching is a Game Changer



CoachingbyKEATING

Why Work with a Business Coach?

Freedom from Worry

Imagine knowing that there is enough money in your bank account to meet your monthly business expenses and payroll without having to check.

My Mission, or Purpose is to help small business owners achieve more — much more — from their businesses, while reducing the time and the stress involved in operating their business.



Real Success

Finances become more predictable. Your reputation is known in the circles where your ideal clients live and work. Planning for the future becomes easier.

Control Over Business & Life

Did you go into business for yourself so you could set your own schedule but find you're working all the time? Finally you can have a work/life balance.

Below are just a few of the accomplishments I can help the owner to achieve:

- Establish an accurate and easy to use system to track financial condition.
- Create increased profits, and financial freedom, through a careful review of costs and pricing.
- Complete a thorough review of business methods and implement best practices for all major systems of the business.
- Conduct a thorough analysis of the **Strengths-Weaknesses-Opportunities-Threats (SWOT)** facing the business.
- Identify the Ideal Client(s) of the business and develop a strategic marketing plan to target and attract them.
- Work with the owner to establish realistic "SMART" (**S**pecific, **M**easurable, **A**ctionable, **R**elevant, **T**ime-Based) goals for near and long term achievement.
- In addition to the above, as a Business Coach I become an accountability partner to the owner, helping to keep the owner on track and accountable. As owner, or boss, most small business owners have no one to "report to" or be accountable to. An accountability partner can provide a vital service in this regard.

Message from Mike

When I started my business in 1988

I was unaware of the benefits that hiring a business coach could provide. For the first 5 years I struggled on my own, learning much of what I needed to know the hard way. Starting out, I thought I would only need to know about electrical services and products and how to price and install them to run a successful electrical business. In time I learned there was a whole world of business I didn't understand or have experience with. Accounting, sales, marketing, human resources, real estate, banking, insurance, legal, office technology, and people skills—these areas are so critical.

That's when I learned the value of having a business coach.

He was able to provide the knowledge and guidance in many of the areas that I was unfamiliar with. Hiring a coach gave me access to a whole new level of information and insight, making better decisions possible and avoiding "learning the hard way." My business and my life got a lot better as a result.

—Mike Keating

CoachingbyKeating

(914) 490-1627

mike@coachingbykeating.com

About Mike

A successful small business owner in Westchester NY, I started Keating Electric in 1988 from "scratch" and grew the company to a highly profitable organization with sales of over \$3 million annually. In 2014 I sold the company to a long-time employee, retaining the entire staff. Prior to founding and operating Keating Electric for 26 years, I was a successful executive level officer at a number of major corporations responsible for large scale technology and communication services.

I did it, and you can too!

**I am a Small Business Coach,
a resource to small business owners.**

If you are a local small business owner who wants to taste real success while gaining control over your business and life, let's talk!

Education

Pace University, Lubin School of Business
AAS Electrical Technology, WCC
E-Myth Mastery
Covey Leadership
Nexstar Service Systems
Certified Business Coach Master Networks, Inc.

Personal

Married, father of 8 children and 16 grandchildren

Interests: Tech, Small Business Operations, Success and Motivation Strategies, Golf, Travel, Classic Cars