

BRAVE
BOLD 
BRILLIANT®



GUIDE
TO
MENTORING

INTRODUCTION

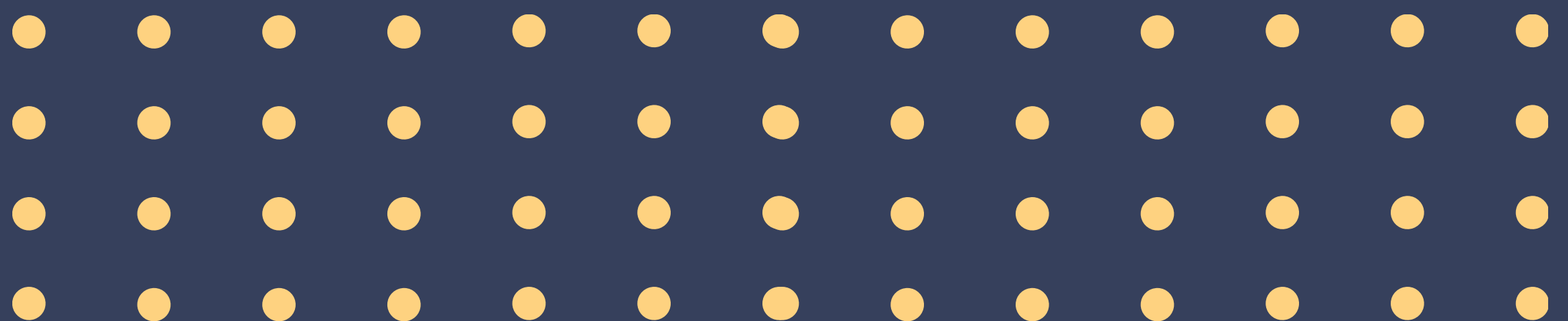


I'm a massive believer that mentors make a huge difference to being able to achieve your objectives and ultimately live your dreams. Mentors have made a huge difference to me personally and for my mentee clients by us working together they are achieving amazing results. Working together is helping them get clear on their purpose, take action, achieve their objectives & live the life they want!

Having a mentor can be game changing in you stepping up to the next level.

People often ask me what's the main difference between doing a course and being mentored or part of a mastermind programme? Going on a course is fine and has value, however a course is all about gaining knowledge whereas mentoring is all about the implementation and actually getting concrete results.

I'm a massive advocate of the power of mentoring, but the reality is, if you don't get the right mentor, that can also mean you will not get the results you are looking for. You can waste a lot of time and money as well and it's important to remember that mentors come in all shapes and sizes.



WHY HAVE A MENTOR?

In simple terms the main things you get from mentoring and masterminding are:

- **Clarity of vision, purpose and goals** – If you don't know what you want in life and you're unclear on your reason why then you are going to struggle to get there. Having the right mentor will help you get clear on this so you can then forge ahead.
- **Accountability** – Sometimes it's very easy for us to put off doing things. When you are working with a mentor, someone is going to keep you accountable. It means you don't want to go back the next month or week to say I actually haven't done anything. The accountability really does keep you on track and keeps you moving forward.
- **Practical implementation** – Chances are your mentor has been in similar situations or scenarios throughout their business or career life so they will be able to share their experiences and offer practical advice.
- **Focus on action** – Nothing gets done unless we take action and by working with a mentor you're able to identify the consistent actions you need to take in order to move forwards. A good mentor will follow up everytime you meet to make sure you're taking the actions. Of course a mentor can't do the work for you, but can certainly be there as a constant reminder you need to take ACTION.
- **Encouragement, support and advice** – A good mentor will be someone who has been there and done it and is able to give you the right support and advice. A good mentor will provide the right combination of encouragement but also a good kick up the backside when you need it!



- **Network** – A mentor brings with them their network of connections that they can open up to you. For example, if you are being mentored for your property business, you want to know that you will be able to be connected to a good broker, conveyancing solicitor, trades people etc. A mentor in that space should be able to point you in the right direction with their connections. That really allows you to broaden your reach and be connected to people who are able to help you.

A good mentor has credibility, years of experience, can provide help and support.

With a mentor it's important to find someone who is quite a few steps ahead of you. Someone who can hold out their hand and give you a pull up the ladder. You don't want to be mentored by someone that hasn't been there or done it themselves, not in the right level of experience or maybe the same level as you. If you are investing in yourself with time, energy and financially, then you want to make sure that you are getting a good return on your investment.

I get so much pride out of seeing my mentees flourish. Just some of the results my mentees have achieved whilst we are working together:

- Increase in salary package by an extra £150,000
- Created a business from scratch to achieve £7.8m revenue and profit of £2.6m
- Built a property portfolio from zero to £3 million
- Promoted from Director to CEO

These results make me feel immensely proud.

How to Find your Perfect Mentor

This is how to go about finding the right mentor for you. While I'm a big fan of mentors, I'm also very aware that not all mentors are the same. It's important you spend your time actually going about finding a mentor properly so you don't end up in a scenario that isn't right for you, waste your time or even worse waste your hard earned money.

Ten considerations you have to think about in finding the mentor that is right for you.

1. Think about what you want to achieve from having a mentor – Is it you're trying to start a business? Or would you like to be promoted in work? What is it you are looking to get advice, guidance or support on because that will influence the type of mentor that is right for you?

2. Scope out the style of person you like to work with – This is really important. It's important because fit is critical. Is there a style or way of working that you particularly like? What characteristics are you looking for?

3. Identify if there are any specific experiences you are looking for in a mentor – This can be specific sector, experience, could be someone exactly done the same or different with you if you want different perspective. For example, if you are looking to build property portfolio, then you will look for someone who have done it before, has deep experience in property. If you're looking to scale up your business to sell it, then you need someone who has mergers & acquisitions experience.

4. Check a few options out so you can get to know the person a bit more – Start building a long list of people that you think could be good for you. Maybe check out people on social media, could be people in your network or recommendations. Sometime it can take a little bit of time. You might want to observe the person for a while. You will see if they have specific experience that you are looking for. What type of people are on that list?

5. Arrange an initial call with a few so you can get a sense of what they are about, how they work, their experience and track record. Reach out to those people. First connect with them, send a message and then arrange a call or room so you can have initial interaction with them. It's so important that the chemistry is right, and that the mentor has the right experience or knowledge to be able to add value. It's important so you can get the sense of fit in the initial interaction.

6. Ask to speak to prior or current clients so you can hear directly how people's experience has been – It's important you hear it from the horse's mouth. Find out directly to the people they worked in already so you can really understand how It's going, what to watch out for and what are going well.

7. Check out testimonials and online reviews - Check out any testimonials, credentials, online reviews, social media recommendations, website. Do your due diligence

8. Fit is really important so trust your gut and make sure you have a great rapport – This is about two people working together so that you can maximize your true potential. Any good mentor works so well because they have interest in you, because they want the best for you, but do not have a direct vested interest in you. A good mentor keep the neutrality, independence, etc. You have to make sure the fit is right and you have good relationship.

9. Pick one from there – Just get on, don't hesitate and don't procrastinate. If you want to maximize your potential then you don't want to be hanging up on this part.

10. Agree final terms and scope out objectives – How you are going to work together? What is the financial investment? How often you will be going to meet? Then crack on.

Mentors have catapulted my progression in my career and business. It's really helped me to go from Zero to £ Multi Million and I know it can do the same for you. If I can be of any assistance in helping you scope out what you might need from a mentor then just give me a shout.

And of course if you feel like you would like to be mentored by me personally then we can have an exploratory conversation to assess how I may be able to help you and if the 'fit' is right.

You only have one life – **it's time to be BRAVE & BOLD to unlock your BRILLIANT!!!**



GET IN TOUGH

Social Media:



[HTTPS://WWW.LINKEDIN.COM/IN/JEANNETTELINFOOT/](https://www.linkedin.com/in/jeannettelinfoot/)



[HTTPS://WWW.LINKEDIN.COM/COMPANY/BRAVEBOLDBRILLIANT/](https://www.linkedin.com/company/braveboldbrilliant/)



[HTTPS://WWW.FACEBOOK.COM/JEANNETTE.LINFOOT/](https://www.facebook.com/jeannette.linfoot/)



[HTTPS://WWW.FACEBOOK.COM/BRAVEBOLDBRILLIANT1](https://www.facebook.com/braveboldbrilliant1)



[HTTPS://WWW.INSTAGRAM.COM/JEANNETTE.LINFOOT/](https://www.instagram.com/jeannette.linfoot/)



[HTTPS://WWW.INSTAGRAM.COM/BRAVE.BOLD.BRILLIANT/](https://www.instagram.com/brave.bold.brilliant/)



[HTTPS://WWW.TIKTOK.COM/@JEANNETTE.LINFOOT](https://www.tiktok.com/@jeannette.linfoot)

Podcast:



[HTTPS://WWW.YOUTUBE.COM/@BRAVEBOLDBRILLIANT](https://www.youtube.com/@braveboldbrilliant)



[HTTPS://PODCASTS.APPLE.COM/GB/PODCAST/BRAVE-BOLD-BRILLIANT-PODCAST/ID1524278970](https://podcasts.apple.com/gb/podcast/brave-bold-brilliant-podcast/id1524278970)



[HTTPS://OPEN.SPOTIFY.COM/SHOW/5PTDRP1OZNHPWG6TGHMLGC](https://open.spotify.com/show/5PTDRP1OZNHPWG6TGHMLGC)

Website:



[HTTPS://WWW.JEANNETTELINFOOTASSOCIATES.COM/](https://www.jeannettelinfootassociates.com/)



[HTTPS://BRAVE-BOLD-BRILLIANT.COM/](https://brave-bold-brilliant.com/)