

Infinite Possibilities Coaching



About Donna Amos

With over 20 years experience as a sales trainer, corporate manager, and business coach, Donna Amos was perfectly poised to create the International Association of Solopreneurs. Her qualifications and experience make her uniquely qualified to support others as they create and grow their businesses. From helping people develop a marketing plan to creating sales strategies, Donna's business experience and entrepreneurial spirit has helped her help others to succeed.

Donna's entrepreneurial spirit came out early—at age 23, while working for the public defenders office, she leaped headlong into business with two friends. Within 18 months, the enterprise had failed miserably, the partners ended up in court fighting over the ridiculous, and the friendships had been lost. In hindsight, Donna realizes she learned more from the failure, than she would have from success.

By 28, Donna began her own journey as a solopreneur so she could stay home and raise three sons. She has always been able to balance the vision of the big picture with the minute tasks that must be completed in order to obtain big picture results. For her first solo venture, she marketed herself as a budget consultant helping people develop a budget (and stay on it) to gain control over their money and get out of debt. Then she started accepting business clients, working with small business owners. "I identified why business owners were struggling," says Donna. "The thing they all had in common was inconsistent marketing, so they had an inconsistent flow of prospects into the pipeline." Donna began doing direct marketing for these business owners. "I'd developed the marketing piece and make telemarketing calls behind the mailings." In no time at all, she had a team of six working out of their own homes making telemarketing calls.

In 1994 Donna's boys were all in school full time, and she went to work for a nationally known real estate company. She was quickly drawn to teaching and coaching others as they started their own real estate careers. Donna was promoted to management and spent the next 10 years recruiting, training, and coaching agents to believe in and treat their jobs as if they were their own businesses. During the last seven years of her management career, she also maintained a steady flow of private coaching clients.

One of the things Donna is consistent about is keeping clients moving forward—involved in some sort of action that will bring results. "You can achieve anything you truly want to achieve," she says. "It might sound trite, but time and time again, I've seen it happen with my clients." She's watched her clients overcome the fear of exposing themselves to the possibility of failure to creating profitable exciting businesses. "Of course," she adds, "my clients did the work, but it only took someone else believing in them to give them the confidence to step out and take the chance."

What do clients struggle with most? Typically, with marrying their business plans with their marketing plans and then putting consistent marketing efforts in place that generate the results they want. She emphasizes to them that they can create greater success through being very clear about who their target market is, how they solve the customer's problem, and what tools they use to accomplish that. Donna then works with her client's to identify and implement the most successful marketing strategies for their business, while holding them accountable to follow through.

Donna Amos is the owner of Infinite Possibilities Coaching (www.donnaamos.com), and started the International Association of Solopreneurs (www.solopreneurs.org) in 2008. She hosts the weekly radio program *SoloTalk*. Donna is the mother of three boys 25, 23 and 19. The two youngest are in college. She has been married to husband Michael (who has been a business owner himself since just after high school), for 26 years. You can reach Donna at (513) 256-1792, or donna@donnaamos.com.