

Would you make a great business coach?

You don't have to be a business guru to become a great coach. **ActionCOACH** business coaches don't time a business owner while they do their tax return, substitute their key players, or make their clients do 50 push-ups in the rain. They do however, help motivate people to win.

Through a program of one-on-one mentoring, **ActionCOACH** Business Coaches help business owners grow their business from the inside out. System creation, marketing strategies, team building workshops and testing and measuring are all part of a game plan designed for individual business owners over a 12 month mentoring period.

"The **ActionCOACH** Mentor Program provides a clear and systematic view of the underpinnings of good business. It also creates an opportunity for anyone seriously interested in improving their management and marketing skills to gain insight, knowledge and assistance," says one **ActionCOACH** client Ken Herd.

According to the Chairman of **ActionCOACH** Brad Sugars, **ActionCOACH** Business Coaches are well-equipped to help your business.

"We have over 344 strategies which will have a direct impact on profit for small to medium businesses, not just revenue.

"Anyone who goes to training can attest to the absolute wealth of practical information they can apply to a client's business from the outset," he said.

He also believes the continual growth and improvement of the system is assured through the combined knowledge and experience of over 700+ coaches worldwide who are working with thousands of business owners in a variety of sectors.

"We have a message board that is updated on a daily basis which now features strategies regarding pretty much any type of business a coach could have. But we welcome new types of businesses and challenges because it just means more knowledge that is continually adding value to the **ActionCOACH** system," he says.

The Field of Dreams

"The first thing we do when we start working with a client is establish why they got into business in the first place. Often they have a dream or vision of what they thought they would achieve through their business whether it be a house in Florida or more time with

their family," Brad says.

"This dream becomes a common vision throughout the coaching and may even be represented by a dream book or a picture on the wall. As their coach, you remind them why they wanted to commit to the program and show them how they can realize all the things they dreamed about when they first started their business," he says.

In a market that is growing, there is an abundance of opportunity for all involved, both coaches and clients alike.

The field of business coaching has grown out of the corporate downsizing of the past decade that forced dislocated workers to review their career options. Also, the growth of entrepreneurship is creating new small businesses whose owners need advice.

"All those business owners need someone to turn to who will support them and push them to excel. The sports coach analogy fits", says Brad.

"A coach helps the business owner evaluate the strengths and weaknesses of team members. He helps them find a way they can compliment each other, so they can play in business together to win." Brad says.

Those who want to learn more about the **ActionCOACH** team should visit actioncoach.com or contact their local **ActionCOACH** office.



Are you ready to coach others to success?

1. Do you have at least 5 years business experience and the confidence, passion, and desire to help other business owners?
2. Do you have a proven track record in either sales, marketing, management, consulting, or business ownership?
3. Have you left the corporate world to start your own business but would like the benefit of a world wide team?
4. Do you have a commitment to continual personal and professional development?
5. Do you want more out of life than a traditional career?

For more information visit the **ActionCOACH** website: actioncoach.com