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ActionCOACH Recruits Leading Entrepreneur Marty Shea

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 - ▶ By Sector
 - ▶ By Date
 - ▶ By Company
- ▶ **DIRECTORIES**
 - ▶ Franchises
 - ▶ PR Companies
- ▶ **PR RESOURCES**
- ▶ **MEMBERS AREA**
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 - ▶ Join FranchiseWire

April 20, 2008 - From a single restaurant, Marty Shea grew his business to 22 profitable locations before turning over daily operations to his management team in 2006.

Seeking a new challenge, Shea became aware of the ActionCOACH opportunity and was immediately struck by the program's synergy with his own business philosophy. After an extensive recruiting process and training curricula, Shea recently attained ActionCOACH certification and has opened his practice supporting small to mid-sized businesses in the Los Angeles area.

ActionCOACH is a worldwide network of more than 1,000 business coaches trained in the company's proven sales, marketing, and business management solutions - all focused on improving profits and a business owner's lifestyle and personal satisfaction.

"I had fallen into the same trap with my first restaurant - working too many hours for too little money. I loved what I did; I just didn't love doing it. Only after I re-examined my priorities did my life change. Twenty years later, I recognized my own experience in the ActionCOACH business model and knew I would become a business coach," he said.

Each ActionCOACH adds value to a company with his or her career experience and regional contacts. Shea has particular expertise with financial systems and strategies in start-up situations. He can also rely on the support of other ActionCOACH Business Coaches in the Southern California region, who have diverse skills in areas such as human resources, franchising, sales and marketing, operations, and retailing.

ActionCOACH is the world's number one business coaching franchise, with more than 1,000 offices in 26 countries. To learn more, go to actioncoach.com.

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