

You're the best of your time, maybe the best EVER.  
No one on the planet is better than you are at what you do.

Yet....you hire a COACH? I mean, aren't coaches generally BETTER than you? Or smarter? Or more successful?

Maybe. But it didn't stop this guy from seeing the value of hiring a coach.

In a year when your father died, the person closest to you on this earth, you still proved yourself to be the best in the world on EIGHT different occasions.

And still...You hired a *coach*?

Yes, he did. Of course, I'm talking about Tiger Woods. More importantly, I'm asking the question...

What does Tiger Woods know that others don't?  
His coach hasn't won a Major.  
Never worn a green Masters Champion's jacket.

Never kissed a big silver cup at St Andrews. Never won the US Open, PGA, etc. Yet Tiger selected him to help him improve his game. You know, the game that he used to prove that he is the best in the world on eight different occasions in 2006. But his game isn't good enough for Tiger.

So...What does Tiger Woods want?

He wants to improve, just like anyone else does. He knows that despite all 8 of those world-beating performances, he hit some shots that could have been hit better. He missed putts that he knows he should have made.

The reality? He wants to find that slight edge that makes him a little bit better than he is now. And then another edge, and another. And so on.

Michael Jordan had coaches during his entire career. So did Joe Montana. So did Roger Staubach. Ted Williams. Babe Ruth. Hank Aaron. Billie Jean King. Chrissy Evert. Jimmy Connors. Bjorn Borg. Martina Navratilova. Gordy Howe. Larry Bird. Kareem. Magic. Muhammad Ali. And so many more "all time best" performers.

All these world-class, best of the best athletes had a coach,  
DESPITE the fact that in their prime...  
NO ONE was better than they were. Not even close.

They are in good company. Quite a few Fortune 500 CEOs have coaches. But coaches aren't just for world-class athletes and Fortune 500 CEOs with bottomless wallets. You see, quite a few "regular people" have coaches that push them to new heights, that help them find that slight edge, tweak their performance, push them to more success.

Mortgage professionals have Scott Tucker (and others). Real estate sales pros have Craig Proctor, Darrin Garmin and others. Chiropractors have a laundry list of proven, nationally known coaches to choose from. Even auto repair shop owners, carpet cleaners and home inspectors have specialized coaches.

What do they know, what does Tiger know?

Once you've had a trusted adviser in your corner to help you find that slight edge, just like they do, you'll never go back to standing in the corner by yourself. You probably don't know any business owners or entrepreneurs who have a coach. Maybe it's the little secret that they keep to themselves, but I suspect they haven't discovered what coaching does for the business owner - just like it does for the star athlete or CEO.

I'll bet you think that Fortune 500 CEOs are smarter than you.

Maybe, maybe not. If they're so smart, then why do many of them have coaches? Maybe that's one of the ways they really are smarter than you. They have coaches to keep them focused, motivated and productive - always reaching higher. They gladly pay to be pushed personally and professionally to greater success by professional advisers - who AREN'T Fortune 500 CEOs...

What can you do better? Coaches fine tune, motivate  
and push the performance of the best of the best.  
That's how they get to that level and STAY THERE.

Are you "business fit"? Many entrepreneurs commit hours and dollars to physical fitness programs, personal trainers, yet invest nothing in a program which will help them to become and then remain "business fit."

Amazon says the AVERAGE annual family expenditure for books is just over \$40 - and MOST of those are purchased as GIFTS! So few people spending so little

time to get smarter, to make themselves *better business people*. It's OK though, since that just makes it easier on those of us who DO spend that time.

Did you start your business with the goal of being "average"?

Few people do, but they settle into it in many cases because they don't push themselves to learn, to achieve. They get what the world hands them that day, whatever the stream floats by them. Do you think the "average" entrepreneur, business owner or salesperson has a coach? Not likely.

I offer group coaching, and the highest level sessions are supplemented by individual assistance where you receive undivided attention. However...

Individual attention is what most people really want.

Don't get me wrong: group coaching can be very effective. However, there are things that some won't say in a group setting. As a result, I have added a limited number of individual coaching sessions where we can discuss, troubleshoot, brainstorm, strategize, debug and otherwise flog any business issue you want to work on.

For business owners in Montana's Flathead Valley, we can meet at your office, though an out-of-office location (even a coffee shop) works much better due to a lack of interruptions. Outside of the Flathead Valley, we'll meet by phone, and use a screen sharing tool so we can see each other's computer screens, when necessary.

Everyone has a different appetite for help.

I offer the Trusted Adviser service in different lengths depending on your needs: 1 hour a week, 1 hour every other week, or 90 minutes per month (1 session). This time is dedicated to you and will not be interrupted by me taking calls, working on email or any other client work, etc.

Your investment in your success is your choice.

|                      |               |
|----------------------|---------------|
| 1 hour a week        | \$495 / month |
| 1 hour twice a month | \$325 / month |
| 90 minutes per month | \$250 / month |

In addition to our scheduled call times, you can email or fax me whenever you like. My assistant will gather and group your items together in the order they arrive. Using the same schedule that your calls are on (weekly, twice a month, monthly), I'll go over what you've sent, and providing a detailed response, regardless of topic.

If you have materials that you want me to see or critique during our call or meeting, be sure to get those to me at least 72 hours in advance of the call so that I have sufficient time to go over them and can be prepared for your session.

### How soon should I expect results?

Some things can be improved almost immediately. Others require more time. Coaching isn't a situation where I give you 25 things to do during our first meeting and then we spend a year addressing those items.

Instead, you should expect to be pushed, challenged and prodded every single month. That's how these programs really become effective and that's the primary reason that Trusted Advisor sessions require a minimum commitment of six months. You'll get your money's worth in the first month - but you'll really see the value over time.

### Worried about the size of your investment?

Here's another way to decide whether this is right for you. Ask yourself:

- How many new clients or patients do I need to acquire each month in order to pay back my investment?
- How many additional products or service sales do I need to make in order to pay back my investment?
- What's the cost of 1 unsuccessful ad, both in wasted ad dollars and lack of new customers?
- How many hours per week do I need to save or make more productive to make this pay off?

Ready to go? If you haven't already filled out my New Client Questionnaire (you would remember if you had), I will provide you with one to be filled out before our sessions start. I'm looking forward to helping you reach your business goals. Send in your reservation form today and we'll get started.

Mark Riffey

PS: Expect to be held accountable for your progress each month. It's one of the biggest hidden benefits of a program like this.

# Trusted Advisor Service Reservation Form

Yes Mark, I want you to help me grow my business!

- 1 hour a week (\$495/month)
- 1 hour every other week (\$325/month)
- 90 minutes, once a month (\$250/month)  
Payable monthly, in advance, by credit card

YOUR NAME \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

CREDIT CARD \_\_\_\_\_

EXPIRE DATE (MM/YYYY) \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

Signature \_\_\_\_\_

Preferred day of the week for meetings: \_\_\_\_\_

Preferred time of day for meetings: \_\_\_\_\_