

# Why

*James*  
AKIN-SMITH | BUSINESS  
COACHING

will benefit your business



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An Action**COACH** partner

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**1.** With offices around the world, James' office for ActionCOACH in Poole has been set up with you...the business owner, in mind. Unlike most traditional consulting firms, the ActionCOACH process is structured to provide you, the business owner, with both short-term assistance and long-term training through our affordable **Mentoring** approach. With over 15 years of teaching owners and managers the secrets of business success around the world, our clients, and thousands of seminar attendees worldwide, will attest to the power of our programs.

Based on proprietary sales, marketing, and business management systems, we will not only show you how to increase your business turnover and profits, often quite dramatically, but also how to develop your business so that you, as the owner, can work less, relax more, and have the lifestyle you desire.

Our business coaches have broad and deep business experience, run businesses and have invested time, money, and energy to make their own, various business ventures successful. **Our goal in business is quite simple...to help you reach yours.**

## 2. why would I need a business coach?

Every, truly **great** performer, whether an elite athlete, business 'high flyer', or performing superstar, is surrounded by coaches and advisors. As the pace in the world of business increases, and becomes more and more competitive...it is becoming increasingly difficult to keep up with the changes in your industry, let alone the latest innovations in sales, marketing, and management strategies.. Having a business coach is no longer a luxury... it has become a necessity.

On top of all this, it's difficult to get a truly objective answer from yourself. Clearly you can survive in business without the help of a coach, but to thrive you need to be at the top of the game!

**"...our profit has quadrupled since we started working with ActionCOACH "**

## 3. what is an alignment consultation?

This is where we start with every business owner-client. You'll invest 3 or more hours as your coach learns as much as possible about your business, your goals, your challenges, your sales, your marketing, your finances, and much, much more.

All of this with 3 goals in mind: First is to get a 'snapshot' of where your business 'is,' right now. Second is to clarify your goals, both personally and in your business. And third, to get the crucial pieces of information needed to create your individualised ActionCOACH **Business Plan** for the next 12 months and beyond.

This is not a traditional business or marketing plan, rather a step-by-step plan of ActionCOACH that you will work with as part of the **mentor program....**

## 4. so...what is a mentor program?

Simply put, it's where your ActionCOACH will work with you on an ongoing basis to help you make your goals a reality.

From regular coaching calls and goal setting sessions, to creating marketing pieces together, you'll develop new sales strategies and business systems so you can work less. And, in a one-to-one environment, learn all you need to know to make your business dreams come true and hence generate the lifestyle you desire.

Your ActionCOACH will dedicate regular time each month to work with you on your sales, marketing, team-building, and business development initiatives, and every element of the ActionCOACH plan we developed from your **Alignment Consultation.**

Unlike consultants, your ActionCOACH will do more than just show you what to do. They'll be with you when you need them most...as each idea takes shape, as each campaign is launched, when you need little pointers for making 'it' happen, when you need someone to talk to, when you're faced with daunting challenges, and most importantly, when you're just not sure what to do next. Your Coach will be there every step of the way.

**"...after 11 months of working with our ActionCOACH we have increased our sales by 497% and our team is working without us having to be there."**

## 5. why ongoing?

If you've been in business for more than a few months, you've seen at least one or two '**quick fixes**'.... Most consultants seem to act as if they can solve all your problems in a few hours or a few days. We believe that long term success is not gained by just scraping the surface and then doing it for you...rather it means do it with you, showing you how to do it, working alongside you, and creating your success... together.

Over time we'll work on different areas of your business. month by month you'll not only see your goals become a reality, but you'll have the confidence, the knowledge, and the skills to make it happen, again and again, even after your initial program is completed and you set your mind on bigger goals for the future.

## 6. how can I be sure this will work in my industry and in my business?

We're experts in the areas of sales, marketing, business development, business management, and team building... and, with literally hundreds of different profit-building strategies, you'll soon see how truly powerful our systematised approaches are.

On the other hand, you are the expert in your business...and together we can apply our systems to make your business more effective. Add to this the fact that at least one ActionCOACH from our worldwide network will have either worked with, managed, worked in, or even owned a business that was the same or very similar to yours. We have the full resources of the global ActionCOACH Team to call upon for any and every challenge you might have. That means hundreds of experts, ready to help you.

## 7. won't this just mean more work for me?

Clearly, when the initial plan is set up with us, it might seem like a great deal of work...but then, no one ever said attaining your goals would be easy.

In the first few months it'll take some work to adjust, some effort to get over the 'hump,' so to speak...but the further you get into the program, the less effort you'll have to make. You will, however, be literally amazed at how focused you'll become and how much you'll get done. With your focus, our **coaching**, and most importantly, our ActionCOACH **systems**, you'll be achieving a great deal more with the same, or even less work

**"...our profit margin has increased from 8% to 21% in the last 8 months. ActionCOACH focused us on what are our most profitable markets."**

## 8. but, how will I find the time?

Again, the first few months will be the toughest...not because of extra work, but because of new tasks. Your ActionCOACH will show you how, on a day-to-day basis, to get more done with less effort.

After those first few months you'll find that you're not working more, just differently. Then, depending, of course, on your goals, from about month 6 onwards, you'll begin to see the results of all your efforts...and, if you choose, you can begin working less than ever before. It's important to remember, that it's about changing what you do with your time...not putting in more of it.

## 9. how much will this cost?

Nothing...if you consider it from our perspective. That perspective is the difference between a cost and an investment. Everything you do with us, and your ActionCOACH is a true investment in your future.

Not only will you begin to create great results in your business, but you'll end up with both an entrepreneurial education, second to none, and the knowledge that you can repeat your business successes, over and over again in other ventures.

Of course you'll have to invest, but based on the expected returns, the investment is nominal and will depend on the size of your business and the scope of our undertaking together.

Just like having a marketing manager, a sales team leader, a trainer, a recruitment specialist, and a corporate consultant, all for a nominal investment.

## 10. will it cost me more to implement the strategies?

Give your ActionCOACH just a half an hour and you'll see how to turn your marketing effort into an investment that will yield sales and profits rather than just running up your expenses.

In most cases we'll actually save you money by exposing approaches that aren't working for you. And yes, you'll likely have to spend some money to make some.

When you follow our simple testing and measuring systems you'll never again risk more than a comparatively few pounds on any one campaign. When we establish the ones that do work, we make sure you keep profiting from them, time, and time again.

Remember, if you use the traditional 'accounting' way of reducing costs, you will only ever add just a few percentage points to your bottom line.

Following our formula, you'll soon appreciate that by driving sales, marketing, and income growth, your possible returns become exponential...

The sky's the limit, as they say.

**Getting better is not an event...  
...it's a process**

## 11. are there any guarantees?

To put it bluntly...no! We won't promise any specific results, nor will we guarantee the goals you set will become a reality. And this is because we're your coach...you're still the player, and it will always be up to you to 'take the field.' We will push you, cajole you, help you, be there for you, and even do some things with you...but in the end, you've still got to do the work.

Ultimately, only YOU can ever be truly accountable and responsible for your own success, and we know this to be true. We can guarantee to provide the best service and support available, to answer your questions and challenges promptly, and with the most current and appropriate processes and approaches. Last but not least, your ActionCOACH is fully committed to helping you become successful, whether you like it at the time, or not.

That's right. Once we've helped you set your goals and create your plan, we'll do whatever it takes to make sure that you reach, and stretch, and strive with all your might, to achieve your goals...and all you desire.

At the same time we'll be sure to promote balanced living as an over-riding theme in all we do. This is to ensure you never compromise either the long term health and success of your company, or yourself. Most importantly, your personal values, and what's important to you won't be compromised.

## 12. what results have other business owners had?

Results have ranged from those previously working 60, even 80 hours a week, to now working just 10...right through to increases in revenue of 100's to even 1000's of percent. Results will speak for themselves, so be sure to get a copy of our DVD for specific examples of real people, with real businesses in the UK, getting real results.

There are three fundamental reasons our approach will work for you in your business...

First, your ActionCOACH will help you become 100% focused on your goals and the step-by-step processes to help you achieve them. This focus alone will have an extraordinary effect on both you and your business results.

Second, we will hold you accountable to get the things done you've committed to, not just for the day-to-day running of your business, but for the dynamic growth your business will experience. You're investing in your success and we're going to help you get there.

Third, we're going to teach you, on a one-on-one basis, as many of the hundreds of profit and business building strategies and approaches as you need. So, whether your goal is to be making more money, or working fewer hours, or both...your goals can become a reality...and within the next 12 months. Again, just look at the DVD to hear about the specific results other business owners just like you have achieved.

## 13. what areas will you be coaching me in?

We will work with you in 5 key areas...and the emphasis in each will depend on you, your business, and of course, your goals. These key areas are:

### sales

Obviously, the backbone for creating a profitable business, and one area in which we'll help you get spectacular results in.

### marketing and advertising

If you want to make a sale, you've first got to find a prospect. Over the months your ActionCOACH will teach you amazingly simple, yet powerful, streetwise marketing techniques and approaches. Marketing that will drive profits.

### team building and recruitment

You'll never just wish to find the right people again. You can have motivated, passionate, enthusiastic, and loyal team members when your **Coach** shows you how.

### systems and business development

End the hopeless cycle of 'the business running you' and begin running your business. We will show you the secrets to having the business 'work'...even when you're not there.

### customer service

How to deliver your product or service consistently, making it easy for your customers to buy, leaving them feeling delighted with your service. Ways to incentivise your current customers to give you referrals and to ensure their repeat business are just two of the many strategies we will teach you.

## 14. can you train my people, too?

Yes, we can. We believe that providing training is as important as coaching you. Your **Coach** can provide you with many different training modules, which include team-building, overcoming obstacles, managing change, sales made simple, telephone power, raving fans customer service training, and more. You'll be amazed at how much enthusiasm and commitment comes from your team with each of our training programs.

WE can also provide testing and evaluation to help you gain perspective on opportunities for team development, hiring, discovering individual strengths, and more. Your Coach will discuss these with you, should they be required.

**"...with ActionCOACH we increased our database from 800 to over 1200 in just 3 months. We consistently get about 20 new and qualified people into our database each week."**

## 15. can you write ads, letters, and marketing pieces for me?

Yes, your ActionCOACH can do it for you, or we will train you to do it for yourself, or we can simply critique the marketing pieces you're using right now.

Should you want us to do it for you, for a low, one time fee, you won't get just one piece, rather we'll design several for you to take to the market to test which one is the best performer. If it's just a critique you're after, for an even lower fixed fee we'll work through your piece and offer feedback on, if required, what to change, how to change it and what else you should do. Last, but not least, we can recommend a variety of books or resource materials which provide a 'home study' opportunity for you.

## 16. why would you also recommend books, CDs, DVDs etc?

We do this to save you both time and money. You can learn the basics on your own time so that when we get together we'll be working on the higher level implementations rather than the very basic 'how to's.'

This provides a very powerful way for you to speed up the coaching process and, as a result, achieve phenomenal rather than just great outcomes.

## 17. when is the best time to get started?

Yesterday, of course! Seriously, **Right now!** Today! This minute! Before you take another step! Waste another pound! Lose another sale! Work too many more hours! Miss another family event! Forget another special occasion!

Far too many business owners wait. Wait for the mystical, magical experience, the 'laying on of hands' that will transform them and their business to the "one" of their dreams. They believe the old idea about working harder will make it all better.

Remember, what you know got you where you are...to get to where you want to go, you've got to make some changes... and more than likely learn new things.

There is no time like the present...right now...to get started on your dreams and goals and achieve the lifestyle you want.

## 18. how do I get started?

Get back with your ActionCOACH representative. There's only very simple paperwork to complete and then you'll be on your way.

You'll have to invest a few hours to expose your **Coach** to everything about your business. Together you'll create a plan... and that's when the 'work' starts. It may seem like a big job at the beginning, but with a **Coach**, you're sharing the load...and together you'll accomplish great things.

If you don't go ahead with us, the risk is that in a year's time you will still be in the same position you are right now.

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To winner of the Best E-Commerce Business at Business Excellence Forum 2016  
To 6 finalists at Business Excellence Forum 2016  
To Entrepreneur of the Year finalist at the 2016 Dorset Business Awards  
To Online Retailer of the Year finalist at the 2016 Venus Awards  
Winner at Dorset Business Awards 2017



South West Coach of the Year 2017 largest practice in the South West  
Best Growth Coach Award 2016 fastest growing practice in the UK  
Breakout Coach Award 2016 fastest growing practice in EMEA region

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