

# EC Coaching Explained...

*A personal letter from the desk of Mike Glynn...*

**When Archimedes sat down in his bath, over 2,300 years ago, and saw the water rise, he leapt out and shouted in celebration of the sudden discovery that he'd made.**

The word he used has since become synonymous with new, life-changing discoveries and inventions – and so, in that spirit...

# "EUREKA!"

...because this letter contains the **TWO things** you need to transform the size and scale of your business, your profits and your monthly drawings next year, and for every year to come.

It contains the TWO things you need to **finally crack the rhythmic acquisition of customers.**

And it contains the TWO things that have been missing from your business, that have held you back and stopped you from getting where you want to be.

Two things standing between you...and "Eureka!"

**Let me explain...** ↴

For almost 10 years now, Entrepreneurs Circle has been helping businesses to grow.

In that time whilst helping many thousands of business owners to significantly increase their sales and profits, we've uncovered the strategies and tactics to remove almost every single roadblock that has ever stopped you from exploding the sales in your business.



And we've put together all the EC experience, resources, techniques, and templates that have had such a huge impact on so many businesses, and created the first thing you need - the immensely powerful

## **Entrepreneurs Marketing & Sales SYSTEM.**

The Entrepreneurs Marketing & Sales System is a proven, step-by-step process that any business can follow to get and keep more customers. But before I share all the details there are some things you need to know:

The Entrepreneurs Marketing & Sales System is immensely powerful for four reasons:

### **1. It works fast**

*when implemented properly, you'll see immediate trackable results within just a few weeks;*

### **2. It's low cost**

*In many cases, little or no additional marketing budget is required;*

### **3. It's timeless**

*This isn't the latest shiny new thing. It's a S-Y-S-T-E-M that will continue to work for you for many, many years to come;*

### **4. It scales.**

*The system works for any size of business from a sole trader all the way up to a multi-million pound company.*



To be clear, The Entrepreneurs Marketing & Sales System is NOT a training course, or an event. It's a S-Y-S-T-E-M.

And because it's a SYSTEM, its success is determined by how well you execute it. *(Hold that thought because we'll be coming back to it later!)*

It does take work and dedication to implement the Entrepreneurs Marketing & Sales System properly in your business. But the impact it can have is genuinely life-changing.

## **Why Do You Need A System?**

To understand fully why The Entrepreneurs Marketing & Sales System is so important and critical to the future of your business we need to go right back to fundamentals:

- We all know that in any business, nothing happens until somebody buys something.
- And the fundamental reason why so few businesses grow to the level that the business owner would like is because **they get stuck at getting and keeping enough customers.**

When you think about it, **the number one skill in any business**, whatever the industry or sector, **is being able to produce revenue.**

Your ability to ring the cash register in large enough volumes, with high enough margins, is the determining factor on where your business - and your lifestyle - end up.

Consistent, repeated, profitable sales are the lifeblood of your business. They're your oxygen.

## Your Problem...

Most businesses are **started by a 'practitioner'**.

Nothing wrong with that. In fact it's a good thing because it usually means you're good at what you do.

And you work really hard. Your days are full and there's always lots to do, right?

But being busy is not the same as being productive. **In business, it's the little stuff that kills the big stuff.**

What happens is that all the small, trivial things in your business are constantly screaming for - and getting - your attention. But they aren't the tasks that produce revenue and move you forward.

As a result, too many business owners get caught up in the minutiae of the **'day-to-day'**.

**They get stuck.** 

They lose sight of their big picture which is the first thing The Entrepreneurs Marketing & Sales System addresses.

Now, as well as being really busy but not making the progress you want, the amount of your monthly drawings or your profit at the end of the year aren't what they ought to be either, are they?

You see, as the owner of a business that you want to grow and scale, your focus HAS to shift from doing the everyday work all the time to producing the sales and revenue needed to get you where you want to be.

### **FACT:**

**The money in your business isn't in your product or your service. It's in the marketing and selling of your product or service.**



Once you set out to grow your business, you're no longer an accountant, an electrician, a beauty therapist or a business consultant (*or whatever it is that you do*). Instead, at least for a big chunk of time each week, you have to become a marketer of what you do.

You have to become a marketer because the fate of your business – and the lifestyle of you and your family - lies in your ability to market what you do really effectively.

Now, you may not like the truth of that last statement, but it is true.

And the sooner you accept that and face up to the implications of it, the quicker you'll start making progress.

*[To be clear, I'm not saying that you don't need a great product or service, I'm just stating the fact that the money – your money - is in how well you market it.]*

## Perfect Storm



But how do you market your business effectively?

What should you do?

What marketing's best for your business right now?

This is when we encounter the 'perfect storm' that afflicts so many businesses, because a number of elements all come together:



- 1. Effective marketing is now more complex than ever;**
- 2. Effective marketing requires specialist knowledge and understanding**  
*(that most business owners don't have because they're practitioners of their craft, not marketers);*
- 3. Effective marketing requires a high proficiency of execution to work well;**
- 4. Effective marketing is harder to achieve than ever before;**

The outcome of this 'perfect storm' is devastating for many business owners.

Some are **paralysed by indecision**, unsure what to do and so do nothing.

Others latch on to the latest bright shiny object but their results are compromised because there's **no system or strategy**. Bananarama Syndrome\* is rife.

And even when they do achieve some success, momentum stalls and the marketing soon stops because the business owner is now too busy servicing the work to keep the marketing going.

So 'famine-to-feast' becomes the norm; the best case scenario.

And in all cases that's because there's **NO SYSTEM**, no framework, precious few re-usable marketing 'assets', and an activity plan that is, at best, ad hoc.



When you have a marketing and sales system working in your business that predictably and consistently brings in the right flow of new customers every week, like clockwork, then owning a business is phenomenal.

But when you don't have that, then owning a business is unpredictable, unreliable, and incredibly stressful.



## **Cracking the rhythmic acquisition of customers changes everything – and that's what The Entrepreneurs Marketing & Sales System does.**

It's no fun when the destiny of your company, your family's lifestyle and the income and security of all your employees, rest on whatever customers 'fate' drops in your lap this week.

The Entrepreneurs Marketing & Sales System fixes that. For good.

It puts you in control. It makes the rhythmic acquisition of customers a reality. For you.

On the next page you'll see a high level outline of The Entrepreneurs Marketing & Sales System.

Brace yourself...



\*Bananarama Syndrome: "It aint what you do it's the way that you do it, that's what gets results"

# The Entrepreneurs Marketing & Sales System

## Part 1: Find Your Gap

We understand everything about you and your business - including the numbers that matter, where you are now, where you want to be, and why that's important to you.

The system gets you back in touch with your goal, the reasons why you set your business up in the first place and it keeps your goal front and centre so it can't get hidden, forgotten or compromised.

## Part 2:

### Foundation Blocks

Putting in place the basic marketing systems to equip you for success. Includes things like:

① Marketing Asset Review

② Google My Business

③ Your Follow Up Process

④ Re-marketing & Pixel Tracking

⑤ Price Review

⑥ Systemised Review Collection

⑦ Your Marketing Calendar (with assets)

⑧ Your Knowledge Centre

⑨ Neighbourhood Cards

⑩ LinkedIn

⑪ Answer your phone - no missed calls

## 4. Nurture Your List

This is where you **keep in touch with all your prospects** by following up in the right frequency and with the right messages that build confidence, trust and propensity to buy.

It also makes sure that when they're ready to buy they at least talk to/consider you.

Getting this part of the system right is critical to achieving rhythmic acquisition.

## 3. Drive the Traffic (Media)

Together we'll compile all the possible marketing pillars to get your messages to your market, systematically.

Using all the numbers and insights we'll help you objectively assess which pillars are right for your business, and then prioritise them.

**The system only ever works on THREE marketing pillars at any one time to get them in place and STABILISED, properly.**

Once a marketing pillar is in place and stabilised, a new pillar can be introduced so there is ongoing development of marketing pillars...

## 2. Create Your Utterly Compelling, Differentiating, Messages.

Weak, bland, forgettable messaging is responsible for the failure of a lot of marketing - so we make sure none of those traps are fallen into here. Three parts to this:

### - Your Core Messages:

"Why should a prospect dip into their pocket and spend some of their hard-earned cash with you?"

What is your **category of one?**

(we'll create it with you if necessary)

What's your **brand and positioning?**

What do you stand for and against?

The tone and language of your marketing message?

### - Your Bait/Content Messages:

Together we'll create **RUCs** (Really Useful Content) that attract your ideal prospects and bring them into your sales funnel/process.

Normally, you'll also create your **Knowledge Centre** on your website at this stage.

### - Your 'Don Corleone' Offer Messages:

We'll help you create offer/s that they can't refuse...

## Part 3: Fix Your Marketing

The System breaks everything down into bite-size bits and you'll only ever tackle one or two pieces at once, so you'll never be overwhelmed.

### 1. Understand Your 'Dream Buyer' (Market)

Understand exactly who your target market is - we'll drill down on your ideal avatar (possibly multiple avatars for some businesses) and we'll look to the future in terms of the ideal customers that you want to attract and move towards.

We'll also help you niche and sub-niche where appropriate.

## Part 5: Stabilise - Optimise - Maximise

Most businesses will go through The Entrepreneurs Marketing & Sales System at least three times and each 'circuit' will typically take 9-18 months.

**Your first circuit is the stabilisation phase.** Stabilise is all about developing your sales and marketing processes so that they are consistently successful. At the end of the stabilisation phase, you'll have customers coming in rhythmically, predictably and consistently. You'll be servicing those customers competently and the business is operationally solid.

Once you're stable, we then look to optimise. This is your second 'circuit'

In optimization mode, we are taking the stable systems and making them better.

- This is when we will **improve your customer journey.**
- We'll start to remove the **business owner from the sales process** - and from your role in the service delivery.

- We'll also start to **reduce your cost per acquisition** as we optimise the different marketing funnels based on their activity and what is happening.

**The third circuit is Maximise mode.**

This is when we look to properly scale the business, expand the growth of customers, maybe even offer more services.

## Part 4: Know the Score

If you don't know the score you can't tell the winners from the losers so together we'll start by understanding how many leads are expected from each marketing pillar, per week or month (as appropriate), and then tracking what actually happens.

- Conversion rates will be tracked;
- Cost per lead - and per sale - by marketing pillar will be tracked;
- Sales will be tracked.

List growth, web visitors, page per visit, pixelled audience size, etc.

Together we'll construct a single-page **Weekly Sales and Marketing Scorecard** that is bespoke for your business with all the right elements on it. The visibility and focus this brings is game-changing for almost every business.

# So that's a high level overview of the Entrepreneurs Marketing & Sales System.

That system is one of the two things standing between you and 'Eureka!'.

As you can see, there's a lot to it; a lot of 'moving parts', some of which are complex because **effective marketing IS complex.**

I'm not pretending this is all new. And you mustn't pretend that, just because you know something or have heard it before, means your doing it properly in your business. We both know that's not the case, don't we.

→ **KNOWING something is NOT the same as DOING it** and there's no denying that most of the elements in the system are NOT being effectively implemented in your business on a daily or weekly basis. And that's what this is all about...

**Systematically making every essential element of the System happen is how you get the game-changing results you want and crack the rhythmic acquisition of customers.**

But systematic execution is not happening in your business right now because of all the reasons I listed earlier.

The little things, the day-to-day, is stopping you from taking the time and energy to focus on the BIG things.

You're working IN the business as a 'practitioner' way more than you're working ON the business as a 'marketer'.

Which is why you can't just take the Entrepreneurs Marketing & Sales System and implement it yourself.

You need the system AND you need the support to make it happen.

And that's where 'Thing TWO' comes in...

## \* Thing 2

When you want to do anything properly, you get help.

No-one gets behind the wheel of a car for the first time and tries to figure it out for themselves. Can you imagine?



Even if you had a manual, that isn't going to end well. Much better – and safer – to have a guide, an instructor, a coach.

When people want to lose weight, or get fit, they go to the gym.



But just joining a gym doesn't get you fit.

You have to turn up regularly. Do the right exercises (*not just the ones you like best!*) with the right technique, to the right intensity.

Only then do you get the results.

And the reality is, when it comes to weight loss or fitness, most people don't get the results they want.

That's because they either don't go to the gym as often as they should, or, when they do go, they don't exercise effectively. They don't push themselves. Their technique is wrong. Or maybe they screw it all up with a poor diet.

Either way, their frustration builds, they do less and less, and the vicious circle continues.

Now, if you're serious about achieving your goals in the gym, you hire a **Personal Trainer.**

A Personal Trainer listens to you, understands what your goals are, and then formulates a plan to get you there.

She turns up regularly, keeps it interesting for you, and ensures that you stay motivated. She pushes you to do every exercise correctly, and to the right intensity, with the right technique, so that you get the right results.

And of course, she tracks those results and shares them with you frequently so you can see the progress you're making.

That's why **people that use Personal Trainers get significantly better results** than those who don't.

Now the parallels between growing a business and getting fitter in the gym are stark.

To make real progress, to achieve proper success, in either the gym or your business, you need help, guidance and advice from someone who's been there and done it. From someone who is an expert, with a proven system, that will get you where you want to be.

The Entrepreneurs Marketing & Sales System is the first part: the proven **SYSTEM** that will get you results when it's implemented properly.

And the **EC's Coaching Programme** is the second part.





A dedicated EC Coach, working alongside you, 1:1 to implement the Entrepreneurs Marketing & Sales System effectively in your business.



**SYSTEM + SUPPORT**  
=  
**"Eureka!"**



If you're serious about making the next 12 months your best year ever AND, at long last, breaking the cycle of unfulfilled potential, and famine-to-feast in your business, then the smartest thing to do is to get Thing 1 and Thing 2!

 **The EC Coaching programme will enable you to implement the Entrepreneurs Marketing & Sales System in your business.** 

It's all about cracking the rhythmic acquisition of customers. ✓

Getting your cash register ringing. ✓

Giving you a pay rise every few months. ✓

Fixing the big things so you build the business you deserve and desire. ✓

Working with you **one-on-one**, your EC Certified Coach will:

- Create a **safe environment** in which you'll see yourself - and your business - more clearly and more accurately than you've ever done before;
- **Identify the gaps** between where you and your business are now and where you want to be;
- Use the System to pull together a crystal clear **SYSTEMATIC plan** to close that gap;
- Provide you with **the system, the ideas, the guidance, the templates, the accountability and the support** to help you close your gap and achieve your goals;
- Ask for – and get – more intentional thought, action and behaviour changes from you than you would ever achieve on your own – so you actually do **close your gap**.



**In short, your EC Certified Coach will implement The Entrepreneurs Marketing & Sales System in your business, with you.** 

## **The EC Difference.**

Your Coach will hold you accountable, make sure you never get 'stuck' and help you to implement the proven system properly so you get the results you want.

There's no woo-woo here.

We'll just implement the System. In your business. With you.

And **it will change everything for you. Forever.**

When executed properly, it means you really will crack the rhythmic acquisition of customers.

That regular consistent flow of new sales coming in will cease to be a pipe dream and instead become an actual daily and weekly reality for you.

And you don't need me to tell you the difference that will make...

**If you're still unsure as to whether this immensely powerful combination of **SYSTEM + SUPPORT** is right for you, answer the questions on the following page honestly and you'll know:**



## Would you benefit from EC Coaching?

- To achieve the goals you have for your business, do you need more customers than you're currently getting?
- Are there occasions when you find yourself wondering where your next new customer is going to come from?
- Are you sometimes overwhelmed and overworked with all the little stuff?
- Are you trading time for money and not earning your true value?
- If you look back over the last 12 or 18 months, is there a pattern of feast or famine when it comes to revenue and getting new customers?
- Do you struggle to find time each week to focus on the high-yielding, revenue-producing, '£10,000 per hour' work?
- Do you sometimes not know what to do next to move your business forward?
- Are there competitors in your market who are not as good as you but appear to be more successful and you sometimes lose customers to them?
- Do you sometimes wish you had an expert to talk to and bounce ideas off?

**If you answered yes** to ANY of the above, it's a symptom that you're too busy reacting, working 'in' your business, so you never get sufficient time to work 'on' your business.

That's a fatal mistake and experience has taught me that **it's almost impossible to make the changes needed to escape those challenges without an expert coach alongside you.**

You need Thing 1 and Thing 2. The SYSTEM and The SUPPORT.

And no better support than an EC Certified Coach when it comes to helping you implement it and fixing the rhythmic acquisition of customers in your business.

## How it works

You'll get **your own, dedicated, coach** who will get to know you and your business intimately.

You'll **speak with your coach regularly**, usually once every two weeks, either on the phone or, preferably, via Zoom video call and usually on the same day/time so it becomes part of your routine.

The first couple of sessions get deep into understanding **where you are** – precisely – and **where you want to be** and then your Plan will emerge and together you and your EC Coach will ensure it's executed and the results tracked.

You'll agree **1 or 2 specific actions** at the end of every call and your Coach will keep you accountable.

At the beginning of each call your Coach will review your **Scorecard**, your numbers and your progress – because the focus is always on your results and the cracking of rhythmic acquisition.

Your Coach will steer you through The Entrepreneurs Marketing & Sales System and you should expect it to take 12 – 18 months to go fully through the first 'Stabilise' circuit.

In most cases tangible results begin to emerge within your second or third month and it's not uncommon for your monthly investment to be **'paying for itself'** from increased revenue by Month 3.

## Your Investment

Your EC Coach will cost you just £499 + VAT per month.

Your commitment will normally be for a minimum of 12 months (*because properly fixing your marketing so you get the consistent, predictable, rhythmic flow of customers that you need does take work and effort and time*) after which you can cancel at any time with just 60 days notice.

## Your Return on Investment

Providing you have an existing viable business then it's very difficult not to get a stellar return on your investment.

Our focus is on closing your 'gap' remember, markedly increasing your sales and your personal drawings and establishing the rhythmic acquisition of customers in your business.

We do this through the creation of assets and systems which will keep working for you for many years to come.

In that regard the relatively modest cost involved quickly pales into insignificance for most clients.

Hey look, I'm not pretending that in two and a half thousand years time people will still be talking about The Entrepreneurs Marketing & Sales System and the amazing Coaching programme that makes its' implementation a reality, like they talk about Archimedes bath.

But I am saying that, for you personally, this really could be a "Eureka!" moment.

Archimedes life was changed forever by his discovery.

And your life could be changed forever by yours.

Because you now know that there's a SYSTEM to crack the rhythmic acquisition of customers in your business.

And there's proper world-class support available to make it happen.

Whether you seize this opportunity or not is now your defining moment...

What happens next is up to you.

Be wise.

Thanks for reading,

A handwritten signature in black ink that reads "Mike". The letters are fluid and cursive, with a large, prominent 'M'.

**Mike Glynn**

*mikeglynn@mgretailconsulting.co.uk*

07976772559

# EC Coaches have a huge impact on the businesses and lives of the clients they work with...



## **“Invaluable. My 6 best months in business ever – and lots more profit”**

*“I love my 1:1 Zoom calls with my EC Coach – they’re so uplifting and positive.*

*They get me taking action and as a result I’m now making more profit than ever and there’s so much more to come. We’re more than 30% up year-on-year and I put all of that down to the coaching programme.*

*For instance, one single idea from one single call with my coach generated an extra £19,642 of revenue which was brilliant.*

*But there’s more to this than money. The team understand me and my motives really well and it’s so helpful having them there, when I need them, guiding me going forward. They’re invaluable.”*

.....  
**TONY HOLMES** KITCHEN DOORS AND WORKTOPS



## **“The best business decision you’ll ever make”**

*“Getting an EC Coach was a big decision for me, funds were low, and my business was failing, but I can now say it was the best decision I’ve ever made!*

*It’s transformed the way I think, the way I work and the way I run my business.*

*Our numbers are up big time year on year and it wouldn’t have happened without my EC Coach.*

*It really, really works!”*

.....  
**JAYNE REES** EVE’S TOY SHOP  
*Winner of the Best Independent Toy Shop in the UK*



## **“It keeps you on track – it’s worth its weight in gold”**

*“It’s easy to procrastinate when you’re working on your own, but the coaching team have kept me bang on track!”*

*Just to know that every day, whatever issues you’re facing, there is someone you can talk to and get help, advice, ideas – whatever you need – it’s worth its weight in gold.”*

.....  
**SANDRA LAWTON** NATIONAL DOG TRAINING ACADEMY



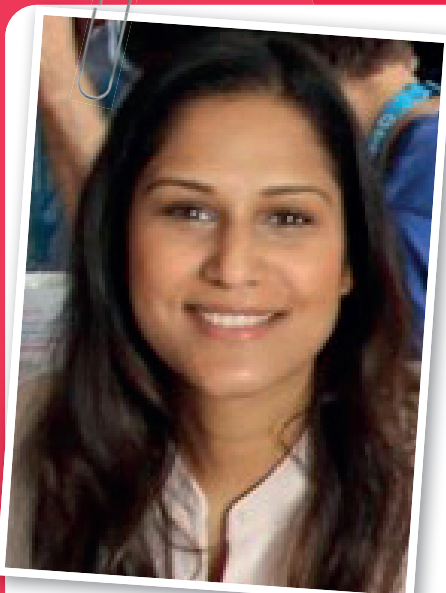
## **“We made an extra £15,000 from one call”**

*“A few months in to the coaching programme and we’ve made an additional £15,000 exclusively because of our coaches advice.*

*Without a doubt getting our own EC Coach is the best thing we’ve ever done for our business,*

*Getting help, advice and coaching from Nige’s team, people who’ve been there and done it – it’s great and I’m all signed up for another 12 months!”*

.....  
**ALEX YOUNG** STANLEY VILLA FARM



## **“£24,400 from one webinar”**

*“The EC Coaching programme has really pushed me outside my comfort zone this year.*

*Stuart, my EC Coach, helped me put together a webinar and encouraged me to do it live! I was a bit nervous but the results were amazing. We sold £24,400!!!*

*It’s great having someone to talk to about marketing and making good business decisions – and who’s proactive and challenges you too. It’s made such a difference and I’m so glad I joined.*

.....  
**ANIKA AWASTHI** GRAD CAREERS COACH



## **"I'm already over £40K up on last year"**

*"Having a proactive EC coach has made all the difference to me and my business. It's priceless having EC in my corner and Michelle is one amazing coach/mentor."*

*If it wasn't for her and the team at EC my £40K+ growth this year would never have happened. I owe them all a massive thank you for being the driving force to me getting things done - thank you again from the bottom of my heart."*

.....  
**ADRIAN MACHIN** ROGERS BARBERS



## **"I've exceeded my targets every month..."**

*"Just a quick update to say that I've beaten my target again, so I've grown month on month for over six months now and wait for it...Yes, I'm fully booked for November and have even got a waiting list!"*

*Thanks for everything, I wouldn't be here without you!"*

.....  
**ANDREA BAYLES** ANDREA BAYLES NUTRITION



## **"I now have money in the bank"**

*"Thanks to the coaching team, I no longer have to look at the bank account every day and wonder how I'm going to pay the next bill because I've got money in the bank - which I never did before."*

*My EC Coach has literally been life-changing and I honestly don't think any of this would have happened without the EC's incredible 1:1 coaching and support."*

.....  
**PAUL ETHERIDGE** RUN HARD EAT CAKE





## **"I'm actually achieving my goals"**

*"I can't tell you how grateful I am for what the EC Coaching Programmes has done for me!*

*For the first time ever I'm actually making real progress and achieving my goals.*

*It's helped me become more focused and driven, and it's all thanks to my EC Coach.*

*The accountability has been really helpful and I've hit every milestone so far.."*

.....  
**JAMES FEAKES** JAVA CLEANING



## **"From my worst year to my best year in 12 months thanks to the EC Coaching Programme"**

*After having had my worst ever year in business last year I was really sceptical about joining the EC Coaching programme – but I'm so glad I did.*

*Getting my own personal EC Coach has made a huge difference to my business and with four months to go I already know that this will be my best year in business – so quite a turnaround.*

*I have NEVER sold this many wedding dresses in the first 7 months of the year!!!*

*Currently we're at 212 (last year we'd sold 144 at this point) and my previous best year ever, I'd sold 209 Wahheyyyyyy!*

*So pleased I took the plunge...*

.....  
**ANNA HARE** PURE BRIDES



## **"One idea earnt us £40,000"**

*"I know how to sell carpets and bedroom furniture, but I was struggling to get my customers to come back and buy again and spend more money.*

*Thankfully I had my EC coach to talk to and we devised a quirky 'come back' campaign with an offer and a deadline.*

*I was flabbergasted – one simple card sent out in the post generated over £40,000 in revenue. That's enough to pay for my next 8 years in Profit Accelerator.*

*You'd be bonkers not to join."*

.....  
**GARY TYLER** BRADFORD'S CARPETS AND BED FURNITURE SHOP



## **"It's doubled our enquiries"**

*"The EC Coaching team have given me rock solid advice and help and as a result I've never had so many enquiries. That 'rhythmic acquisition' that Nige talks about is no longer a pipe-dream – it's real.*

*Me and my coach are now working on our Customer Journey to ensure there's no leaky holes in our bucket and all in all joining the programme has been one of the smartest business decisions I've ever made"*

.....  
**ANDY TAYLOR** SONIC SOLUTIONS



## **"We've doubled our profits in 12 months...!"**

*"The EC coaching has transformed the way we run our business.*

*We've implemented some strategies that we would never have thought of ourselves and the results have been great.*

*Our EC Coach holds our feet to the fire and make us accountable for working ON our business – it's been priceless, and you'd be mad not to consider joining if you want to grow your business."*

.....  
**JAMES MIDDLEWICH** DIGITAL GROUP MEDIA



## **“Making more money was right under my nose all along”**

*“What the EC Coaching Programme has taught us, is that sometimes you don’t need to implement loads of shiny new, expensive marketing tactics to make money.*

*Our EC Coach has worked with us to cross sell and upsell our different products to our existing and lapsed customers.*

*To date we’ve upsold £16,425 worth of business to our own list – without spending a penny to find new customers. Genius!”*

.....  
**NICK ASH** WILL AND PROBATE SERVICES



## **“I’m killing my financial targets now...”**

*“Before joining the EC Coaching Programme in 2018, I felt I was just going around in circles with my business and my ideas - it was like being on a hamster wheel.*

*I knew I was awesome at what I do but I was just getting more and more tangled up working IN my business not ON it.*

*I didn’t know where to turn for the right help and advice then thankfully I met the EC and everything has changed since.*

*I finally learnt the right way to think about my business, my planning, my processes and my systems, goals and targets.*

*I now look out for the right numbers but also understand what they mean and what to do with them to get me what I wanted. I’m killing my financial targets now and on average our sales are up almost 80% every month, year-on-year, which has made such a massive difference.*

*OMG, I’m in tears writing this...*

*Having a knowledgeable EC Coach, and working 1:1 with them has opened up a new world to me and all I can say is...*

*...THANK YOU, THANK YOU, THANK YOU AND THANK YOU, BECAUSE JUST LIKE THE SONG...I CAN SEE CLEARLY NOW THE RAIN HAS GONE!!!*

*I’ve been through so much in the last few years but now things are properly under control.*

.....  
**MAXINE RODRIGUEZ** THE PAIN PHYSIO



### **"I've doubled my profits..."**

*"I've doubled my profits over the past year. I've been able to take my family to Disney in Florida (twice!) and buy my dream car – all thanks to the EC coaching team..."*

.....  
**DEREK MASON** SUPER STRUCTURE ASSOCIATES



### **"We've grown by over £150,000"**

*"Turnover up. Margins up. Profits up. We've grown by over £150,000 thanks to Nigel and the team. To top it off, we've just moved into our dream home too!"*

.....  
**MARK POWELL** MPD CREATIVE



### **"Every part of my business has fundamentally changed for the better"**

*"The planning process was a revelation – drilling down into what my dream life looked like and then figuring out how far away I was and what I had to do to fill the gap was like scales falling from my eyes.*

*I can't believe I was in business for 20 years before I learned this! 18 months in and every part of my business has fundamentally changed for the better"*

.....  
**ANGUS BURNETT** METRO STORAGE



### **"Profits have grown by 156%"**

*"Since signing up our profits have grown by 156% - that's more than DOUBLE!"*

.....  
**JEREMY TYLER** TYLER ESTATES



**"I just wish it had existed 25 years ago when I started out."**

*"I'm naturally suspicious of programmes promising great things but 18 months with an EC Coach has shown me that what Nige and his team deliver is every bit as good as they promise. I just wish it had existed 25 years ago when I started out.*

*Having expert help 'on-tap' when you need it has been amazing and helped me get so much done. We've made massive progress and I'm well on-track now to get the business to where I want it to be..."*

.....  
**JAMES WRIGHT** DOUBLE RED PHOTOGRAPHY



**"I feel so lucky"**

*Oh my goodness! Thank you so much to my coach... I feel so lucky to be a part of the EC Coaching Programme and am feeling absolutely ecstatic and excited to be in business with my coach by my side!*

.....  
**BETHAN BERTRAND** SIXTEEN



**"Massive Help..."**

*"Having my coaching team behind me, expecting results, helping me, supporting me, has helped massively."*

.....  
**GRANT BANHAM** STOCK GARDENS LTD



**"Kick up the backside..."**

*The EC Coaching programme is the perfect way to actually get where you want to be – to have someone gently kick me up the backside and make sure I do the things I need to do. It's perfect."*

.....  
**GREG SIMPSON** PRESS FOR ATTENTION



## **"I've been blown away by the practical help I've had."**

*"When I signed up to the EC's Coaching programme my business was in massive debt, my marriage was in tatters and I'll be honest, I signed up not expecting much.*

*18 months on and everything is so different.*

*Aside from everything that I've learned I've been blown away by the practical help I've had. The utter sense of relief knowing that I wasn't alone in my position and that there were an entire hoard of people that were or have been suffering in the same way.*

*It has changed every aspect of my life. In August I took my family to Florida!! Never, ever would I have thought it was possible! We've booked to go again next year and we're going to Italy in April as well for good measure.*

*We're making decent money and I can see a bright future. That is really down you to the EC coaches"*

.....  
**BRENDAN O'NEILL** MIDLANDS MUSIC SERVICES LTD



## **"Fantastic & so supportive"**

*"I joined the EC Coaching programme to basically help me to expand my business. I'd grown it to a certain point but I needed help to take it a step further and get to where I want to be.*

*Joining was a real eye opener at first. Going through the figures gave me real clarity as to where I need to go and Michelle and the whole team are fantastic and so supportive..."*

.....  
**GARY JEFFREY** PHOTOART GB LTD

 **Entrepreneurs Circle**  
CERTIFIED COACHING LICENCE

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