

The reason I decided to reach out for business coaching was because I knew that my business had stagnated and there was no measurable growth occurring. I'm kind of introverted, and I just wasn't comfortable charging out into the community to find prospects. And even when I did have business opportunities, I wasn't always sure how to handle them without coming across as sales or with commission breath.

The Market Mastery Program definitely teaches a more natural approach as far as how to interact with prospects and engage in valuable conversation without ever attempting to blend a clunky elevator speech into the mixes. I'm now very comfortable in any situation where people ask me what I do for a living. I know I can honestly answer that question in a way that is interesting and without scaring anyone away with sales rep.

Creating relationship file for everyone I interact with has made a huge difference, enabling me to keep regular contact with prospects and always able to remember the small details that matter in our conversations. So far, I've added one ideal client paying me \$48,000 per year in recurring revenue and have several more who will be signing on soon. Mark and Rick have taught me how to fish in the right ponds so the people I'm meeting with have the wealth to afford my fees easily.

I've also been able to generate revenue through the creation of ideal life plans at \$10,000 each for several non-ideal clients. This means I can create revenue from both ideal and non-ideal clients I meet. I can say without reservation that this program is worth the investment in yourself and your business. It will provide you with measurable results if you listen to their advice and do exactly what they tell you to do.

And Rick's sense of humor is of utmost value on those days when things aren't going your way. I've also found that Mark and Rick's accessibility for advice and scripting about how to handle specific situations has been priceless. They've always got my back.