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SPECIAL REPORT

“Here are my 3 Secrets to making six figures in your business”

If you like what you read in this letter ...

Join my 12-month e-coaching program and I'll show you proven ways I use to get more clients and make more profit and take more time off than you ever thought possible.

As you're reading this so are thousands of other people – maybe some of your closest competitors. My policy is not to work with directly competing businesses. Once a person registers for my e-coaching, they can block out any 4 of their competitors from attending. So don't file this stuff away to read later, because if you wait too long you may be blocked out and it will be too late.

I already have a list of businesses that can't attend my seminar, or get my information at any price. So, don't miss out on attending by waiting just 1 day.

This letter is long, and I promise it is worth your time. It may be the start of the most profitable thing you ever do for your business.



Terri Levine started her coaching business in 1998 from scratch and built it to six figures/thousands fast. Her marketing and operations bring plenty of new clients, plenty of profit and let her take lots of time off. Her ideas have helped thousands of businesses around the world make more profit and enjoy more freedom than they ever thought possible. Starting in February 2004 she will share all her strategies and show participants exactly how her coaching business works and why she is so

successful.

Dear Fellow Business Owner,

My name is Terri Levine. I started my coaching business from scratch in 1998. I started from very humble beginnings. I literally started by handing out \$50 worth of photocopied flyers.

There were a lot of established coaches in my area and niche when I began. I didn't have any great contacts and was not a well known author or celebrity.

In a few months time, I built my coaching business from nothing to a six-figure income. I established a coaching group and coaching programs within a year. My team knows I am doing this seminar, but they don't have specific information or details about it. So feel free to set up a 10-minute chat with me directly if you want further information.

Today, I operate a coaching business that many consider the highest revenue and profit coaching business they are aware of.

If this doesn't sound hard enough to believe, I also spend most of my time writing books, giving workshops and vacationing.

A lot of people that hear my income numbers don't believe me because it sounds too outrageous. It sounds hard to believe my figures and coaches from all over the world that I have worked with have seen for themselves that everything I'm saying is true. I'm not trying to brag or impress you with these details. I'm telling them to you to inspire you. Maybe making \$400,000 in one year sounds too far out to you. Maybe it's not.

But if you know someone in business making \$400,000 a year it should be easy to believe that they can help you make \$100,000 if that's your goal. Seems fair, right?

So, how was I able to do all this?

Was it just dumb luck?

No.

I have discovered some very powerful techniques and systems, which have allowed me to build a business and lifestyle most people, only dream about.

If you're reading this right now, you are probably interested in how to make your business run better, be more profitable or be able to run without as much of your direct input.

I don't know your situation or what your goals for your life or business are. Reading this letter will make you think about the direction your business is headed. I have shared my ideas with people all around the world that are making their business and personal lifestyle what ever they want it to be.

Very soon you could be working with me directly and seeing my business with your own eyes.

Let's get started.

There are a lot of things I have done to get my coaching business to where it is today, and if I had to summarize my results, I would say I

owe my success to 3 main points. I'm going to tell you them in just a minute.

But first, I have good news and I have bad news.

First the good news.

Having a business can be one of the absolute best businesses to be in if you know how to do it right.

I don't mean because you get to do what you love and work with people.

But having a business is also great from a business point of view.

Dollars and cents.

Profits and loss.

Success and failure.

I just want to make a couple of points about how good business can be in case you're "losing the faith". You are in a terrific business already.

Did you know that service based businesses have one of the lowest failure rates?

There's no inventory or stock, so that lowers the risk.

The service is repeat since your business is an ongoing process.

There is almost no capital equipment required. Even a cheap restaurant can cost over \$150,000 just to renovate and equip. A lot of restaurants go bankrupt just because they are so far in the hole before they even open their doors.

A service business is also a great business since it's recurring monthly business. A lot of businesses have to start over from zero at

the beginning of each day. Restaurants, plumbers and flower shops can't really predict how much business they will do in a given month. We, in the service business, can.

The service business is also great because it has a very long possible life span. It is not based on new technology that is always changing. I've talked to service business owners who are celebrating their 20th year of business. There may be a couple of trends in what clients want, but generally, there is no reason to believe that service businesses will be radically different over the next 30 years from what they are today.

Let's talk profit. Running a business can be a way to make a lot of money if you do it right. A lot of people think that you can only run a business as a labor of love, because you can't really make much money at it. That's baloney.

Last year, I made more money than my doctor and dentist combined running my "little" business that most people think of as a hobby. I still get a kick when I think about a recent comment from my husband's business associate.

She asked about my business and I told her I was a coach. Her next question was "can you make a living doing that?" My husband and I just looked at each other and kind of laughed. I replied, "I get by."

I'm not a fluke in this business either. I've helped others to make over \$100,000 per year, as well.

Running a business is great from a business point of view, because I can be closed on every major holiday. A lot of businesses are at the mercy of the customer and they are forced to stay open. I am closed on all holidays.

I also take a lot of vacation. I know some of you are thinking: "being off a lot isn't good; it's terrible because there are bills to pay and there's little or no money coming in from coaching".

But let me ask you: if you had a way to make enough money over the year and you had a system to get paid and have cash rolling in

the door, don't you think you could have a great time each year and look forward to vacation? 1 vacation for almost 2 months of the year.

Those are a couple of reasons why the service business can be the best business to be in.

Now, the bad news.

The service business can be the absolute worst business to be in if you don't know how to do it right.

It can require you to work like a slave.

If it's not going well you can be struggling along working hard just to make ends meet.

But here's the irony.

If you don't know how to set up your business properly you can also become a victim of your own success.

I've talked to business owners whose problem was not that they didn't have a lot of clients. Their problem was that they had a *lot* of clients.

Or you could say that their clients had a lot of *them*.

Their clients loved them so much that they could barely find time to breathe.

One person I spoke to said she has lots of clients and the problem is they all only wanted her.

She had other people she could refer to in her business, but most of the people were referred to her business mainly on the strength of her personality.

Everyone wanted to be serviced just by her.

If they phoned, everyone wanted to talk to her.

If there was a problem, everyone only wanted to deal with her.

In a way it was flattering and she did get a lot of holiday presents from her clients each year.

But those presents came at a high price.

She told me that some days she felt she didn't have a chance to breathe between clients. She had to schedule in time to use the restroom.

She felt like she would go crazy if she kept up this pace.

She also told me she was worried about cutting back her involvement because most of her success was based on her personal skills and personality.

If your business is too tied to your personality and your personal skills, your greatest strength can also be your greatest weakness.

If you don't know how to set up a business that can be successful with you or without you *personally*, you don't really have a business.

If your business needs you to be there all the time for it to work, your business is not a business – it's a job with your clients as bosses.

Service businesses can be the worst if you don't know how to make it run without your direct input. For a lot of people they *are* their business. If they don't work or can't work their business doesn't work either. This can be a very dangerous position to be in.

I once spoke to a coach who had a very loyal following of clients. One day he got a bad illness. He had to close down his business because he couldn't coach anymore, and if he wasn't coaching, his clients didn't want to be coached.

After years of investing his life into his business, he had no business left and no income. I'm sure a couple of clients wrote nice cards and

bought him flowers and said how much they would miss him, but I'm also sure none of them were volunteering to pay his bills each month.

When he told me his story, I was sad for him, but then it made me kind of mad. I knew it didn't have to be that way. If he had just known how to set up his business so it could run profitably without his input, he could still have a business and an income. He wouldn't be left out in the cold. He wouldn't be left with nothing, after building what he thought was something that was supposed to be more secure than having a job, where you can get laid off or downsized in an instant.

Having a service business can be the worst business if you don't know how to delegate the right things to the right people.

If you don't know how to set up your business properly, you can be responsible for 2 jobs: a full slate of serving people with your skills and a full time job doing office administration, management and bookkeeping. I've talked to a lot of business owners that are literally so consumed by doing every job in their business that they can't take a day off. Even if they could they would just end up obsessing about their business anyway.

A service business can also be the worst business if you have to be a collection agent. Trying to track down fees from clients each month can be a headache. There are ways to set up payment policies so you don't worry about collections.

My collection system was the first thing I really tried to set up in my business. If I had to worry about chasing people for fees each month I think there is no way I could have built up to the hundreds of clients I now have.

Vacation can be a terrible time if you don't know how to prepare your business for it. Having time off if you know your bills are paid and you have money to spare can be a dream. Two months vacation with bills to pay can be a financial disaster and cause personal stress if you don't have money coming in.

The service business can be a terrible business if you have to spend a lot of time dealing with customer service issues, putting out fires.

If you, as the owner, have to deal with the same minor, nit picky details over and over again, it can frustrate you and make you mad, and it can also distract you from doing your work and running a good business.

The emotional burden of having to deal with upset people can cause a lot of stress. If this stress keeps adding up, by the time you reach the end of the coaching year, you can be wound up pretty tight.

And worse, you can't get some cheap self-therapy by watching Dr. Phil and Oprah, because you're probably with clients when they're on TV.

If you set up your business wrong you can make very little money. I've talked to coaches who are working like slaves and just squeaking by.

Business is not just about money, but it makes no sense to provide a valuable service, do your best, and still have to struggle to make ends meet. I believe business owners who do a good job and provide value to their clients deserve to be well paid.

Thinking you're not doing a great job sacrificing yourself for your business by "being poor and noble" is not a good idea.

If you want to donate money to charity, or run a free program for underprivileged kids, by all means do it.

But I think you are fooling yourself if you think you should shortchange yourself and not get paid for your efforts. If the people you are providing your service to can afford to pay for it and are getting genuine value, you should make a profit and feel good about it.

So, there are a few reasons why a service business is the best business or the worst business.

So what can you do to make your business the best business for your income and freedom?

Here are three key secrets that have allowed me to make my business into what I consider to be the best business in the world. To me that means lots of profit which gives me a high income. My business lets me enjoy the lifestyle and things I want without worry. It allows me to give money to charities and make a difference to people that really need help. It gives me lots of time off if I choose, and the peace of mind knowing if I am not there things are still running smoothly. It is a business that I know can run well if I continue to run it, but will also continue to run well if someone else had to run it.



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Secret # 1

You can make a huge jump in income when you make the mental shift from a business owner to a “marketer” of business services.

Being a good coach, or copywriter, or whatever, does not guarantee that you will have a profitable business with lots of clients. Yes, you do have to have good skills, but the skills of your industry, is just one part of it.

You can be the best writer, author, consultant, coach, etc. in the world, but you will be broke or struggling to just get by if you do not have proven low cost methods that bring in a constant stream of new clients.

I like to compare getting clients to filling a bucket.

Let's say you have a bucket with holes in the bottom that you can't plug.

Over time, you will gradually have water leaking out until the water gets lower and lower.

You must be constantly filling the bucket just to maintain the water level. To increase the water you must be able to put more in than is leaking out.

These days getting and keeping clients is tougher than ever. Even if you do a great job with everything in your business you will lose clients because of competing places to spend their money.

People may have conflicts with spending their money on a personal fitness trainer, nutritionist, alternative health care professionals, spa services, massage, therapy and/or coaching.

It can be an uphill battle trying to compete with the other services people can choose from and it can be done.

You have a few choices: you can get mad about it, you can do nothing and just accept it, or you can figure out how to get so good at marketing and about selling against the other services that you don't ever worry about them.

Now, more than ever, you have to be very effective at marketing. In the future there will just be more services to compete with.

Marketing is the first part of the formula to having a profitable business.

Running a profitable business is really just math.

I'm going to use some easy numbers just to make a point.

Let's say an average client pays you \$300 per month for your services (I know your actual fees may be higher or lower but for my simple math example let's say \$300).

If you have 25 clients paying you \$300 per month, that's \$7500 per month your business is taking in.

Let's say you have \$1,000 worth of expenses to run your business each month; phones, VA, all that stuff.

\$7500 minus \$1,000 leaves you with \$6500 of profit if you're doing all the coaching. If you need coaches to help you, then your profit is lower, of course.

Now, let's say instead of 25 clients you have 100 clients paying you \$300 per month. That's \$30,000 per month your business is taking in.

Let's say you have more expenses to accommodate 100 clients. You will probably have more phones, VA's, and you will have other people that you will pay to work with the clients, unless you've figured out a way to clone yourself.

Let's say your expenses are \$7,500 per month, with all your extra costs.

\$30,000 you take in minus \$7,500 in expenses is \$22,500 per month in profit.

That's an income of over \$270,000 per year.

Your numbers may be different as far as what you charge and what you pay out, but the basic bottom line is if you want to make more profit you have to know how to attract and keep a large number of clients in your business.

So, how do you make the jump from 25 clients to 100 clients?

The answer is having a marketing system.

Most people are really confused about what marketing actually is.

A lot of people think marketing is just doing some advertising.

Advertising is part of marketing, but it's only part of the process.

Marketing is all the activities you do to:

1. Make prospective clients aware of your business.
2. Encourage them to respond to your message.
3. Convince them your business is the best possible choice for them even if they are considering a few different options.
4. Convert them from prospective clients into clients.
5. Keep them as clients once they have become a client.
6. Take steps to make them renew with your business year after year.
7. Encourage them to refer their friends to become clients of your business also.

A lot of people do a half-hearted, incomplete job of marketing. It's not because they don't want more clients or don't need more clients, it's that they don't understand what it actually takes to do a complete, effective job to get more clients.

One other thing I have to mention is that I don't sell on price.

My coaching is the most expensive, or one of the most expensive options compared to other coaches. I don't try to lure people in with low prices, free trial periods, or any gimmicks like that.

I'm not saying that those things don't work to initially attract clients, but if you know how to market and understand marketing techniques, you can charge high fees and not have to worry about "giving away the farm" to compete with lower priced businesses.

I personally think it's a bad idea to try to compete by charging the lowest price in the business. There are several reasons why people will choose one business over another. Price is just one factor. If you know how to work on the other factors that make your business attractive to people, you can dictate the fees you want to charge.

What are all the parts of my marketing process?

I use 14 methods to attract new clients (I am trying out 2 more ways this year).

I have 4 marketing support tools that help me sell my services "automatically" once people contact me.

I do 4 steps to keep the clients and ensure they are happy with their coaching.

Then I do 6 steps to encourage my clients to stay with me.

If a client drops out, I have 4 things I do to try to get them back. (Of course, unless it wasn't my perfect client. In that case I help them find a place that's more suitable for them – who says competitors are good for nothing?)

Does that sound like a lot of work and trouble?

It was a definite effort to figure it all out, and I am always tinkering and testing to make my process work better.

But building and using this marketing process has allowed me to build my business to a large number of clients in a very short period of time.

This marketing system was the backbone of my success.

If a business is all math, then having a system to build your number to a large client base and keep it high is the first step to making a six figure profit.

This process of having and doing a marketing system may sound like a lot of work but actually it can be very little work.



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Secret # 2

You must develop proven systems you use to run your business in a consistent, predictable manner.

A system is a specific, documented way of doing things that produces a predictable result each time. It is documented by writing it down so it can be taught to and used by different people to get the same result.

My husband, Mark, likes to make lasagna. I love to eat lasagna, so you could say we are a team. Mark uses a system to make his lasagna taste the same every time he cooks it.

The recipe or “system” is written down. If someone asks Mark how he makes his lasagna, he can simply give them a piece of paper with written instructions and maybe explain a few tips. By using that information that person can go and make lasagna taste like Mark’s.

What I was talking about in the last point was a marketing system. Having to do all those steps of a marketing system might seem like a pain in the neck.

Yes, it was a bit of work to develop and test and consistently do all the steps of my marketing process. If you were counting there are actually 28 different things I do in my system.

But once you have a basic system that works, you have the bulk of the work done.

You have a proven way of doing things for your business that will give you a predictable result every time you do it. Even better, it is documented so it can be explained and taught to someone else.

What if you could teach someone who works for you to do all the steps of your marketing system in about 2 hours?

This means that you could free yourself from being the one that actually does those steps right?

You may be thinking: "I can't afford to hire someone to work for me and do that." Maybe you can't afford to pay someone to work for you right now and make sure the marketing is done properly.

But what if you got an extra 75 clients, could you afford it then?

What if that marketing system you put in place was the *reason* you got an extra 75 clients? Would you make sure you could keep it going? I'm sure you would.

You would have your own goose that lays the golden egg.

Once you have proven systems for marketing, collections, new client enrollments, dealing with common client issues and other operational things, your business and life can be much more predictable and much less stressful.

Most small business owners don't have any systems. It's fly by the seat of your pants. Sometimes things are done one way and other times totally different.

Some business owners will say they have a system of doing things but they are just kidding themselves.

If you don't know what results to expect from your system each time you do it, you don't have a guaranteed proven tool.

When I consult with business owners we talk about where their clients come from, and the first thing I ask them is: "how many clients enrolled from each of your marketing strategies last year?" Most of the time they have no strategies, or have no idea where clients came from, or they make up some wild guess.

If you can't track your results you don't have a system.

If you don't know how things are working now, how will you know if they are getting better?

If your system is not written down in a way that other people can follow, you don't have a real system. It is a habit or routine you perform.

If you're the only person that knows how you do things, what will happen if you get sick or just want to take time off?

If you carry around your system in your head, you can't follow a pattern to make sure it's done the same every time. That leads to inconsistency. Lots of inconsistency leads to chaos.

Things will fall apart without you there. Or sometimes they'll fall apart with you there too.

Not having a system is the reason most people have a business that runs them.

In 1998, I read a book that started me thinking about this and totally changed the way I looked at my business. That book literally changed my life. I have recommended that book to coaches around the world and it has made a huge difference for them too. In fact, it is mandatory that coaches who register for my seminar read it before they attend.

I started testing and designing systems in my coaching business in 1998.

I had standard procedures for how I answered the phone, how I answered specific questions, how I did enrollments and how I dealt with complaints. It didn't matter if I was doing it, I'd be able to teach anyone else who worked with me later to follow the systems.

I tested out what worked best in each situation and started writing it down in a master operations manual.

Now that little book of how my company does this is over 100 pages and we are constantly updating it when we learn something that works better.

It doesn't matter who is working in my business, we all follow the system, and it gives us a predictable result each time.

We not only developed our system, but we came up with ways to track our system to see if it was working.

By being able to track and measure our systems, we could experiment and try new things to make the system work better.

With my current system, I can tell you exactly how many clients I got last year from each of my marketing strategies. I can tell you how many clients dropped out in February and why. We can predict what percentage of clients we should enroll by a certain time.

You don't need a sophisticated computer program to do this. For the first few years, I did a lot of tracking and systems just using pen and paper. Now I do use some computer elements, but I was running fine for years using an off the shelf \$150 computer program I bought at Office Depot to manage and track my system.

A little company called McDonalds started using this approach and now it's the biggest restaurant chain in the world.

Having this system in place is a benefit for my clients because everything is more organized and professional.

My coaches like the fact that I use systems because their job is a lot easier if they feel that they are coaching in an orderly environment.

Sure, there are some occasional situations that arise that my staff haven't encountered before that I would have maybe handled differently if I were responding, but I'd say 95% of the things that happen in my business are routine things that we have a system in place for handling.

But what if I'm not there and something totally unexpected and weird happens?

I figure out a good solution that works and that gets added to my manual as part of my system.

Systems can be the thing that set you free from your business. Systems can allow you to take time off, increase your profit and predictability and expand.

A lot of small business owners I talk to say they would never want to expand because they can't handle their own business and can't imagine having more people in their business – they ask “how in the world” I do it.

I think trying to run even a small business without systems can be a disaster.

I have been able to make a huge profit and work mainly from home because I have systems in place.

If I didn't have proven ways to:

- A) Get a lot of new clients each year
- B) Measure, track, control and improve my current system
- C) Have a standard consistent way of doing things

I would still be struggling away with a small business hoping that things get better. I wouldn't really know why enrollments were up or down from year to year.

I wouldn't really know if my marketing strategies were working or not.

I wouldn't know if my clients were referring more of their friends or less of their friends this year over last.

Since I have this system in place my business can run predictably whether I am there or not.

I don't coach many clients anymore. I'm not saying you shouldn't work directly with clients. You should have the freedom to work with clients if you want to – not because you have to. If there's a certain type of client or group you like to work with by all means do it. But try to organize your business so that you are doing it because you *want* to do it and not because you *have* to.

That leads me to my third secret.



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Secret # 3

You must work “on” your business not just “in” your business.

How can my business do so well if I’m so “lazy” and on vacation two months of the year?

I have a great team in place, but the operations folks I use are not the main reason for the business’s success. I know this because I have had a few different people working in my business over the last couple of years, but regardless of who is working there my coaching business runs pretty much the same. I probably have the same operational issues most places have.

If it sounds like I don’t really work that much and I don’t have a specialized qualified team running my business how come it is doing so well?

How have I increased my client numbers and profits so much?

I am constantly working on my business to make it run better.

Here is a key principle. Most business owners are busy working *in* their business but they don’t work *on* their business.

What do I mean by working “on” your business?

Let’s say a chef opens a restaurant. If he’s so busy cooking in the kitchen all the time he can’t or won’t do things like make new menus,

try new advertising, call up local TV stations and try to get on a morning show as the local celebrity chef.

If he's so busy cooking he can't be out traveling to other cities eating in other restaurants and getting new menu ideas.

The chef can't see the big picture of "how can I make my place better" because he is too buried in the day-to-day operations. Years can pass and he might not get more customers because he hasn't "had time" to promote and market. He could end up at exactly the same place or be out of business after struggling for years because he is not constantly looking to the future, and making his business better and more profitable.

Doing the work of the business is only part of it.

You can do the best job doing your craft and running your business but if you are not constantly working on making your business better, chances are you will be at the same place you are now in 5 years.

Or worse, in 5 years you may be even more tired of the day to day routine so you won't have the energy or desire to do anything to improve your business.

You know that "old brochure" that you've been meaning to get around to updating?

Or that website you've been meaning to get or change?

Doing these things properly can give you a big chance of increasing your client numbers, but if you're too tired or too busy "working" to do them, it's a lost opportunity.

One of the business owners I've shared this method with talks about how his life changed from working 40 hour weeks in his business, doing his craft, to doing his craft way less, then not doing his craft at all. While he was taking himself "out" of his business he also watched his revenues shoot up – way up.

Why?

His focus shifted from being caught up in working in his business to working on things to make his business better. That's when he saw the real payback for the hours he put in.

Back when I started I was always trying to work "on" my business, but I admit it was a little tiring to be coaching or doing customer service and trying to constantly be improving my business and my systems.

In 2002, I started coaching fewer clients and decided to work entirely "on" my business instead of working in it.

During that year, I tested 2 totally new ways of marketing that brought in 36 clients in January.

I'm not saying you shouldn't do your craft in your business or you shouldn't be there full time. What I am trying to emphasize is that you must make time to work on your business. If it is just 2 hours a week that's a start.

Most business owners think that they only have to "set up" their business once when they open, and then just run it.

Wrong.

You have to be constantly refining and reinventing your business.

If eventually you can set aside 1 day a week just to work "on" your business. You will reap huge benefits.

By working "on" your business I don't mean doing paperwork or bookkeeping. I mean trying new ways to get and keep clients. Work on building systems that will allow you to run your business in a predictable manner whether you are doing it or someone else is.

A great question to ask yourself it: "why do we do it this way?"

A lot of things that people are doing in their businesses now, are only because a business owner in their field they spoke to did it that way.

Think about this for a minute.

Sometimes, there isn't a good reason people do things a certain way. If you can take the time to learn and really think about the best way to do things instead of just doing it the same old way, your business can get much more productive.

That's what working "on" your business is all about.

So those, in a nutshell, are the 3 secrets that have allowed me to build a business and lifestyle that most people only dream about.

So what does this mean for you?

Where do you start?

How can you put these things into action in your business?



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and Terri Levine

I've talked about *what* you have to do but there's still a ton of information about *how* to do it that's missing.

Well you could try and figure out everything on your own. Learn and test marketing ideas, hire consultants and get their input on everything from advertising to management, test out new ways of collections and administration that will work better.

You could do all this but you would be re-inventing the wheel.

I've already done all the "heavy lifting" to figure out what works, what doesn't, and why, so you can take my ideas and plug them in.

You don't have to go to college and spend 4 years getting business degrees.

You don't have to take years testing my steps of a marketing system. Just use mine. It's worked great for us and it's working great for other coaches around the world.

Since 1998, I've read over 1,000 books on business, marketing, advertising, management or anything else that would help me build my system.

I've spent thousands of dollars on consultations to figure out how to get the most out of everything we do.

A year and a half ago, I spent \$20,000 with a consultant to re-do all our promotions. \$20,000 is a lot of money, but I would gladly pay twice as much, because last year I got 288 clients from the new promotions the consultant suggested.

In 1999, I started sharing my ideas by teaching a tele-class for business owners about this stuff you've just read about. I knew a lot less than I know now, but even so, business owners from all over were using the ideas they learned to do incredible things with their businesses.

The tele-class was a good start, but people still had more questions. They wanted all my information and frequent lessons and feedback on what they were doing. They wanted to see exactly what I did.

Starting on February 1, 2004 I will be doing a 12 month e-coaching program.

Here's what will be included:

1. More Profit – Lots More

When I consult with business owners I get their numbers and do some rough calculations. There are some real keys to making profit in business. Sadly, a lot of business owners shoot themselves in the foot and make mistakes that can cost them 10 or 20 thousand or more a year in lost profit. I'll talk about the keys to getting and staying super profitable.

One more thing about my coaching business profit you read about earlier. That's with last year's fees. I raise my fees about 11% a year and my enrollments are even stronger than the year before. I'll talk about pricing, raising fees and lowering costs.

2. More Time Off

I took myself "out" of coaching most clients in 2002. I got a chance to work "on" my business instead of "in" my business. Over that year my enrollments increased almost 20% even though I was not doing most of the coaching. One of the coaches I shared this with did the same thing this year, and it's working for her just fine, too. I'll talk about what I put in place and how I gradually tested things. I'll discuss how all my systems work. There's no need to re-invent the wheel, you can see all my systems and I'll explain them and you can use them for your business too.

3. Supercharged Predictable Marketing Strategies

I'll take you step by step through all the parts of my marketing system. I'll tell you how it works, and more importantly, **why** it works.

You'll see my totally new copy written promotions. I'll explain why they work so well. You don't have to pay \$20,000 to a copywriter like I did. I'll share everything I learned.

I'll explain how and why I got 288 new clients from promotions.

I'll discuss every kind of promotion you can imagine. I'll talk about Internet ads, websites, etc. and how the Internet has really started to kick in lately. If you are thinking about setting up a web site, I'll tell you everything you need to know. I've even arranged for seminar attendees to get a response pulling, proven website set up just for them at a fraction of what I paid.

I'll talk about the 2 newest promotions I just started using. In December 2002, I did a new type of promotion that I had never tried before. In December, December, I got \$13,600 in new revenue from that promotion. Not calls, not "maybes", but actual paid up enrolled clients and revenue. I'll talk about how I set this up and how I'm using it now.

4. Less Paperwork and Hassles

People always ask me how everything stays so organized. I just say 1 word – a system. I'll talk about my system for paperwork flow that keeps stuff simple and smooth. You'll get copies of all my paperwork, so you can take it and use it in your business with just some small changes.

5. Being the Dominant Business in Your Area or Niche

When I started my business in 1998 I had, well – nothing. I started with \$50 of photocopied flyers that I handed out. But it's not how you start; it's how you end up.

Now I have a dominant coaching business. I didn't have a rich uncle that gave me a bunch of money for an advertising campaign; I just took it one step at a time. In 1996, I read a book that talked about how to dominate your local market. A guy that started a local chain of fast food restaurants and then built it to a very strong regional chain wrote this book. He had to compete with all the established big boys, but he was able to beat them at their own game. That book put me on the path from being a new kid on the block to being number one in clients and revenue.

I am up against coaches who have been around 10 or more years. I've been around way shorter than most, but I'm still the biggest and my fees are higher than most coaches.

I'll talk about how any business owner can dominate the market or a niche, if that is what they want. You can't do this in a year, but you can use this strategy to become and stay dominant in 3-4 years.

6. What To Do When You Have Competition

This is a timely one. There's a new coaching business specializing in career coaching (one of my biggest niches, coming on strong).

Am I worried? Nope.

I'm not just thinking positive. I did some homework when I heard about them. I found out some information that gave me a very good idea of what they were up against. Competition will happen. It's part of the pros and cons of a free market economy. Anyone can open a business in any niche they want. That's why we're all in business.

The key to dealing with competition is to find ways to make your clients and your business "immune" to competition. There are definite things to do and know. Either learn to beat the competition or get ready to take a beating from them. I'll talk about the steps to take as soon as you find out about a competitor.

7. How to Convert Your Business Into the Ultimate Goal – Long Term Financial and Personal Freedom

My goal right now is long-term financial freedom. I've had many "real" jobs in my life and they never gave me long-term financial security. I am setting up a plan so money will not be a worry anymore. If my plan goes the way it has been working for the last 5 years, within 5 years I will be able to live comfortably without an income from my business.

I'll talk about "exit plans" from your business. Let's face it, you can love your business with all your heart, but you probably can't do it forever. Now is the time to plan exit strategies even if you don't want to sell your business or retire; a couple of choices you make now while we are e-coaching that could affect you positively for the rest of your life. I'll talk about having ultimate goals and how to do that based on what success means to you.

8. Discussions With Other Motivated Business Owners

How would you like to have e-access to a "room" full of business owners who tell you the best ideas they have used running a business? How would you like to have a panel of other business owners working to help you solve your biggest problems, and give you input and ideas from their experience?

Having a group of people brainstorming ideas can be a very powerful thing.

This alone could be worth the cost of the e-coaching. One of my favorite quotes is "there's nothing more powerful than an idea whose time has come". This egroup could give you that idea.

WARNING!

If you're the kind of person that likes to sit in the back row with their arms crossed, be cynical about everything and not participate or contribute, this is not for you.

Stop reading now and delete this file, because you're not the kind of person I want for e-coaching. Life's too short to waste your time or mine.

If you are open to new ideas and you are interested in discussing ways to continuously improve your business with others, then you'll be in the right place.

I will share my ideas that work, but I still don't think I know everything. I'm always trying to learn how to do things better and I only want to associate with people who feel the same way.

9. The Inside Story on Combining Training Programs/ Workshops and Products

In my coaching business, I also do training and workshops and have a range of products. I will explain exactly why I do this and how it can be a huge advantage.

Business owners I have consulted with who added these aspects to their business found it was a big key to being highly profitable. It lets you leverage the strength and credibility of your existing client base. I'll talk about how to add a new program and products to your business and how you can learn from my experience. Being able to "plug in" a new program or product to your existing client base without increasing your overheads can easily add \$10,000 per year profit to your business.

I'll give you the tools you need to do this properly. Think about it. If you add a program that takes in an extra \$10,000 profit to your business per year and you run it for the next 10 years, that's \$100,000. Being able to retire 5-7 years earlier because you socked away an extra \$100,000 might be a good reason to attend this seminar.

10. You'll Get To See My Business Inside Out

So that's basically what I'll cover in the e-class.

So how much? The 12-month e-coaching program is \$1,000 a month.

That might sound like a lot for 12-months e-coaching but when you consider what you are getting it's a steal.

First of all you get what you pay for.

You will get multiple thousands of dollars of business advice and education specifically tailored to owning a business. I have been in business for over 20 years and have Master's degrees as well. I've already spent 6 years learning how to have a super successful business. You don't have to waste any time in school learning what is helpful for your business. I've already done that part for you.

Each year I still spend at least \$35,000-\$50,000 on books, courses and consulting to learn how to constantly improve my business.

I hope I don't sound like I know everything – I most definitely don't. I want to share what's working for me with other like-minded business owners, but I believe I can and still need to always be learning and growing. If you feel that way, I want to work with you.

I recently paid \$19,495 for a 5-day seminar on business and marketing. This seminar was just on general business but I was able to get new ideas that made it well worth the price.

For a fraction of the cost you can learn everything that took me years and cost me hundreds of thousands of dollars to learn.

If you add up the cost I paid to run promotions, test them and refine them, and the cost I paid to attend seminars, hire consultants and buy books and courses to learn how to market and make my promotions work, my marketing system alone represents an investment of over \$250,000 over the past 5 years.

You're getting to learn what I learned for dirt-cheap.

At one time I was considering franchising my business knowledge. I know my system works. If I did, I'd have to deal with lawyers, accountants, bankers, and fly all over the place meeting prospective franchisees. I decided I didn't want all that hassle, but I did want to share my ideas and work with people that wanted to make their business more successful.

So, instead of a \$50,000 franchise fee, you can learn all the same information and systems for just a fraction of that price.

Think of things another way:

Think of how much money and time you have spent to learn the skills you work with others on now.

You've probably never added it up. Think of all the classes you took as a kid. Now consider the things you did as a teenager. Maybe summer camps, trips or extra programs.

How about college and coach training programs? Add that in. Then add in any specialized workshops or advanced training classes.

Now add in any equipment and supplies.

Don't be surprised if you've spent at least \$40,000 plus hundreds or thousands of hours just learning the art and science of your skill. If you add in a 4-year college program just multiply that figure by 3 or 4 times.

Now add this figure up.

Since you opened your business, how much money and time have you spent getting specific knowledge and skills to make your business run better and be more profitable?

How many courses have you taken? How many books have you bought and read? How many marketing and advertising consultants (consultants – not salespeople trying to sell something) have you paid for their advice?

Sadly, for most business owners the answer is usually minimal – maybe \$500 – and that’s a high guess. A lot of times it’s zero.

A lot of business owners have never invested *any* real time or money in learning the business and marketing skills that can make them successful.

And people wonder why 80% of businesses fail.

Spending a huge amount of time and money to learn your specialty skills but refusing to spend time and money learning specific business skills doesn’t make sense but a lot of people operate that way.

It’s like building a state of the art racecar, and then refusing to spend any money to fill the tank to get it and keep it running.

My e-coaching is not cheap, but it’s worth every penny. You should be confident that if you are enrolled in my e-course you will be getting more than your money’s worth.

I’ve seen the same ads for workshops and seminars that you have. There are 2 day seminars and workshops that say they will talk about techniques and talk about making your business better for only \$995 or \$2995. What is the difference?

Well, my 12-month e-coaching is *all* about the business side of running your business.

If you need help being better at your skill, I would suggest taking a seminar just about that. But remember, just being good at your craft, does not guarantee that you will be successful at running a business. If you want to learn how to make your business run better and making more profit, that’s the only focus of my e-coaching.

If you are considering going to another cheaper seminar or workshop instead...

Here are 6 questions you should ask before deciding to enroll in my e-coaching or any other course, class, seminar on improving your business:

1. Is the person giving the information doing the things they teach right now and making a high 6-figure income running a business without being a slave to it?

There are a lot of people that give information about running a business. The problem is that a lot of the people giving advice aren't actually running a business every day right now. And a lot of those people aren't what I would call successful. They may be good at their craft, but that doesn't mean that they know how to make money running a business. I have 20 plus years of experience in running businesses. I understand what it takes to run a business and especially what it takes to run a service business properly.

I've seen people that pass themselves off as authorities on managing a business who haven't actually run a business in years. Some workshops that combine training techniques and business advice use speakers that aren't even in business. They will be a guest lecturer on general business topics who's been paid to give a talk on marketing, for example. I'm not saying that all their advice is bad. But it is general advice, not advice tailored to running a business after years of business success.

It makes sense to learn from someone that is getting results every day from actually doing the same things they are trying to teach you to do.

2. Will the information not only *tell* you how to run a successful business but will it *show* you how it makes over \$100,000 profit each year?

The problem with a lot of classroom instruction is that it is just theory. I found school pretty boring, but I always loved real example and interaction about ME. Why read about animals when you can go to the zoo and see and hear animals? I will take the learning out of the classroom so you can actually see how I am set

up and I'll explain why everything works the way it does. You can literally see my business from the inside out by email. You can ask anything and I'll tell you. I'm not worried about competition so it doesn't hurt me to share all my inside information.

3. What are the results of the people that have learned your information in the past?

A lot of e-classes, coaching seminars and workshops might be enjoyable and informative, but: Where's the beef? What have people that learned the information done with the information? Where is the proof that things work? If you just want fun and warm fuzzy feelings, a lot of seminars can do that. If you want results, find out what others have done with the information they learned. I've taught others these techniques and their experiences and results are real.

4. Does the information give you materials to study so you can learn the most from the experience? Or do you have to learn "cold" and waste time discussing basic fundamental information?

When you register for my e-coaching, I will send you materials. They cover a lot of my basic principles about advertising, marketing, and basic business operations.

You could say the materials are like high school and the 12-month e-coaching is like college. I will spend the 12 months building and expanding on the concepts discussed in the materials but I will also talk about different advanced ideas and strategies as well.

These exact materials were successfully sold separately for \$497. It is not for sale separately at any price any longer, but as an e-coaching client, I will send it to you absolutely free. The only catch is you have to read the materials and read one recommended business book as your homework.

This way everyone will be "on the same page" as far as understanding what I am talking about. This way I can get down to serious nuts and bolts right away.

5. Does the coaching or seminar have a way for you to learn over the course of a year?

The problem with seminars is that they are just that- seminars. People can tell you and show you what to do, but what if you need help getting started? A lot of people leave seminars, go home, and nothing happens.

What a waste.

Wouldn't it be better if you could have a system to keep updated with new ideas, stay in touch with others in the group and have your specific questions answered? With the e-coaching, you'll be learning for one full year. You'll be connected with e-coaching and updates. You'll also have a chance to receive monthly update tapes, phone consulting, and to come to alumni only seminars. These extra support systems help you put all the ideas into action and get your business to the level that you want it.

This is the critical link to convert education into action and keep you on track.

6. Will the seminar or coaching guarantee that your direct competitors will not get access to the same information?

A secret is not a secret if everyone knows it. The reason companies like McDonalds are so successful is that they have closely guarded trade secrets that none of their competitors know. If everyone had access to the same information, no one would have a competitive advantage. Make's sense – right?

Once you register for my e-coaching, you can block out 4 direct competitors from attending. Attendees also must sign a non-disclosure agreement that they will not discuss or share any ideas or materials with people that are not part of our group. If you join my e-coaching, you can potentially block out your competitors from getting the same information and strategies forever. This policy makes some people very unhappy when I turn them away, but I really believe you can't play for both teams. I only want to work

with people that are serious about making their business run as well as it can. I want to do everything possible to help my participants be successful.

You're next step is to fax in your registration form and if you haven't been blocked by another business owner who is already registered, you'll be enrolled.

You can block out any 4 of your competitors from enrolling in my e-coaching.

I already have a list of 28 businesses who are blocked out from enrolling at any price.

If you need to think about enrolling, by all means think about it. I only want people who are serious about reaching their goals to enroll so I don't want people to plunge before thinking it through. But don't think too long. If a competitor has listed you to be blocked out – that's how it is. My policy may seem harsh but I think it's the best way to give my attendees every advantage possible. Also, I only have room for a total of 15 business owners to join me.

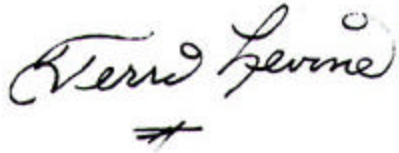
If you have any questions you can email me terri@coachinginstruction.com or call me (215-699-4949 or toll free 877-401-6165).

I only confirm registrations when I get completed forms, a deposit and a signed non-disclosure agreement by fax.

My policy is first come first served based on the time I actually receive your fax registration, so don't delay too much.

I look forward to e-coaching with you and helping you reach your goals.

With Warm Regards,

A handwritten signature in cursive script that reads "Terri Levine". Below the signature is a small, stylized flourish or mark.

Terri Levine

P.S. The last person I shared this material with was in the process of sending her son to his first year of college. She told me that the first year of college was going to cost more than 5 times as much as the cost of attending my seminar.

After graduation he would be lucky to find a job and actually make money working with his degree. (Next time you're at Starbucks ask how many people working there have a 4-year college degree they can't use). It would make no sense to pass up this chance to get ideas you can use in your full time business.

P.P.S. If you have questions feel free to call me at 215-699-4949 or toll free 877-401-6165 or email terri@coachinginstruction.com, but don't wait too long. If a competitor has blocked you out from coming, unfortunately, I can't work with you.

P.P.P.S. Check with your accountant- your monthly e-coaching investment may be a tax deduction.

To register for the 12 Month E-coaching Group
With Terri Levine

**Questions????? Call us at 877-401-6165 or email
terri@coachinginstruction.com**

1. Complete the attached form. You must fill in the information on your business and the competitors you want to block out.
2. Fax the completed form to 1-413-832-8228. You can call us with any questions, but I accept registration by fax only. As soon as you know you want to enroll, fax your form immediately. We already had one business owner that literally missed out on enrolling by waiting 1 day. Please do not email or phone to see if you have been blocked out. It can take us a couple of days to confirm details of the businesses blocked out. If you are serious about enrolling, you must fax in your form. We do not “hold” spots over the phone for anyone to think about it for a while and are only taking 15 businesses.
3. We will check and confirm the business names on your form. We will email you within 3 business days of receiving your fax to let you know if you are confirmed or if someone else enrolled has blocked you out. If you have been blocked out, please respect the fact that we keep our member list confidential. On the odd chance you are not blocked out later, you will be notified.
4. If you are confirmed we will block out your competitors from enrolling. After the 12 months, if you decide to be an on-going e-coaching mastermind alumni group member, you can keep your competitors blocked out as long as you are a member.
5. Once you are confirmed we will send you the home study materials. These materials explain the basic principles we use. In the e-coaching I will be talking about way more advanced ideas, but these materials give you some of my main principles so we don't lose any time going over the basics. Clients must

read these materials and read 1 recommended book. You will receive the home study materials within 4 days after you have been confirmed for the e-coaching.

12 Month E-coaching With Terri Levine Registration

- YES! Please register me for the 12 Month E-coaching with Terri Levine. I understand this is a 12-month program and will be paying \$1,000 a month. I cannot enroll for less than 12 months and am committing to the entire one-year program. Send me the home study course, a \$497 value, absolutely FREE, so I learn your basic concepts in advance and I get the most of out of the 12-month e-coaching program.
- I am paying a deposit of \$1000 now for February 2004 and then will be paying each month for 11 months, \$1,000 due by the first of each month. I understand that I am agreeing to purchase the entire e-coaching program and am fully responsible for paying you a total of \$12,000 for this program.

The name of my business is: _____

My URL is: _____

My business snail mail address is: _____

My name is: _____

They Snooze They Lose!

- YES! Block out my 4 most annoying and threatening competitors from enrolling in the e-coaching with Terri Levine. If I decide to continue with the Mastermind Alumni Group e-coaching after February 2005, please block out these competitors as long as I am a member.

List your 4 choices with business name, address, phone and URL.

1. _____

2. _____

3. _____

4. _____

If my registration is confirmed please charge the following credit card. I will be notified of my confirmation status by email within 3 business days of faxing this form. If my business has been blocked out no charges will be processed.

- Visa
- MasterCard

Card # _____ Expiration _____

Cardholder Name _____ Signature _____

Name of Enrollee: _____

Snail Mail Address of Enrollee: _____

Telephone of Enrollee: _____

Email of Enrollee: _____

Fax of Enrollee: _____

Non-Disclosure Agreement (MUST BE COMPLETED)

I (name of enrollee: _____) hereby agree that the material and information I will receive from e-coaching with Terri Levine are for my own personal and business use. I agree that I will not share any materials and concepts; alumni mastermind membership materials and concepts or other concepts discussed by email with any person or business that is not a member of our group regardless of where they are located. I understand that violating this agreement will result in being disqualified from any future seminars, coaching, trainings, and will result in immediate termination of any membership privileges.

Signed: _____ Date: _____

Fax this completed form immediately to 1-413-832-8228. We only accept registration by fax. Registration is accepted on a first come first served basis. Please call us toll free at 877-401-6165 or email terri@coachinginstruction.com with any questions.

If you're undecided about enrolling in my 12 month e-coaching, read this



My coaching business was not the first business I started. After I graduated from college in 1979, I started a speech clinic. Later I started an art business. Then later a healthcare business. All were massive successes. They say 80% of all new businesses fail within the first year. My businesses all thrived and prospered from the start.

I found I had a knack for business and was good at it. When I attended seminars with other business owners on marketing, business and success, I realized it was rare that people were doing as well as me. I felt like an odd duck.

Most of the people had read few books and attended few seminars. They seemed to think they knew everything and didn't want to waste their time or money listening to other people. They thought business was just common sense.

I realized right then that I was successful and that I still didn't have all the answers. I committed to learning as much as possible from others about how to be successful in business. I made a decision to invest in my education and myself. I would seek out successful people for their advice by reading their books, attending seminars or meeting and consulting with people face to face.

I started my coaching business literally by distributing \$50 worth of photocopies. I did all the coaching and I answered the phone and tried to figure out how to get more clients.

I bought a lot of books and read at least 1 new book per week. I spent money to attend seminars, and hired consultants because I knew the information would pay off later.

The more things I learned and applied the better things started going. I've read over 1,000 books so far, and I still read about 1 new book a week. I still think I have a lot more to learn. They say school is never out for the pro. I always want to get better so my goal is to keep learning.

Over the past years I have been showing business owners from all over the world how they can accomplish their goals and dreams.

The cost of the e-coaching may be a stretch for you, but you can easily spend many thousands of dollars this year on marketing, business, sales and advertising strategies that don't work as well as they could. I will show you proven ways to get more clients than you're getting now.

If you are already paying out money on training, your own coach, business expenses, phone calls and other expenses just to *be* in business, don't shortchange yourself by refusing to spend the relatively small sum of money to get information that can benefit your income and lifestyle for years to come.

If you are too busy at your business, or if you can't afford to pay this monthly investment because your business is not making profits like it should, ask yourself, "are you too busy mopping up water to fix the leak in the roof?"

Frankly, my lifestyle will not change if you decide to enroll in my e-coaching seminar or not. My coaching business provides me with a great income already, so a couple more e-coaching registrations here or there won't make a huge difference and I'm only taking 15 businesses anyway.

But I will guarantee if you enroll in my 12 month e-coaching program and use my ideas, your lifestyle can change drastically for the better. What I'm saying probably makes a lot of sense to you. I am a real person and I promise that you will not be disappointed with what I share with you.

I don't know what your goals and dreams are. One thing I do know, is that if you enroll in my e-coaching I will do everything I can to help

you achieve whatever business success means to you. My ideas from this e-coaching have worked for business owners all over and they can work for you if you're willing to give them a try.

Fax in your registration form while you're thinking about it so you won't be blocked out.

I look forward to e-coaching with you and getting to work with you personally.



This is a small sampling of what you will get, when you enroll in the e-coaching program with Terri Levine. Think of what you will get!

**To enroll: fax in your form now.
terri@coachinginstruction.com**

Space is limited - if you have questions, concerns, doubts... call me: 215-699-4949