

22/5/08

Richard,

With Regards to your training course "The (Un) Common Sense Of Business-

It's been 16 weeks since I began your 12 week course. As a new start up with very little cash flow it was a difficult decision to make – Invest in training or take the money as wages.

When I looked at the content of your course and seen it was based around the principles outlined in two of my favourite books on business (The E-myth Revisited & Seven Habits of Highly Successful People) I thought this is great – but what can I learn from it, after all I have read both books several times.

Although I had read the books, deep down I knew I had never really implemented the stuff I had learnt into my own business – maybe the one-on-one coaching side of your course could make the difference?

So I parted with my very precious cash and took the plunge!

And make a difference it did. Doing the theory and then following it up with the coaching calls gave me the push I needed to put the theory into practice. 16 weeks on I have transformed my business. My monthly turnover has increased by 300% and I now only take on business if it is profitable to my company.

I am on target to smash my year one goals and targets – I must add this is not through working harder or longer hours – It is simply through working smarter using the skills and knowledge I picked up from your course.

Thanks very much for a great learning experience

See you soon

John Donoghue MCITA

