



10XCoaching Club

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Here's 10 reasons why joining a 10X Coaching Club is the best decision you can make to take your business to the 1X, 2X, 3X, 4X and far beyond.

1 Performance Goals Action

When you join **10XCOACHING CLUB**, one of the very first processes you benefit from is completing an in-depth questionnaire and participating in your one on one 'Performance Goals Action' Strategy & Planning Session. This meeting is designed to get you completely focused on **the most important projects for performance, goals and actions that will provide breakthrough financial results over the coming 12 to 24 months and beyond.**

2 10XCOACHING CLUB Meetings

Every 90 days your **10XCOACHING CLUB** meets face to face. Most businesses send 1-2 people to each meeting. Your group will be chaired by your **10X Coach**. **At these meetings you report on results, set your projects, discover new strategies** via key learning 'insights', begin implementation and be held accountable to your projects and your targets. You will be grouped with non-competing businesses who, like you are committed to improving their businesses significantly.

Being a member means you also get Coaching Club MEMBER ONLY privileges. As a **10XCOACHING CLUB** Member you get to enjoy certain benefits, you'll be invited to attend exclusive **10XEVENTS** as a V.I.P. (typically at a far better rate than any other attendees) and have your team attend also. From time to time, you'll even participate with your fellow **10XCOACHING CLUB** members, in a private Q&A session with the key **10X** speakers we bring to these Events... and much more.

3 10X Momentum Conference Calls

Approximately 6 weeks after your Coaching Club Meeting your **10XCOACHING CLUB** meets over the phone on a pre-arranged conference call. You'll share any opportunities and challenges you are facing as you implement ideas and projects identified at your last Coaching Club Meeting and **you'll get what you need to "keep on keeping on" with your projects so you can return triumphant to your next Meeting!** These calls are typically 1.5 to 2 hours per call.

4 Hit your targets

Building on your Performance Goals Action Strategy & Planning Session, the 'Proactive Performance System' sits at the hub of your accountability. It is a comprehensive and unique business monitoring tool to ensure you are on track to achieve your goals. Every month you track your results to pinpoint your areas of opportunity. Many businesses tell us that tracking the numbers and being accountable for reaching their financial goals is one of the most powerful aspects of **10XCOACHING CLUB**. Here's an interesting fact: **when Apollo 11 landed on the moon – what percentage of the time do you think it was "on course"?** Of course, given they landed – you'd expect the answer to be 100% right? Wrong. In fact, they were on course just 3% of the time – 97% of the time they were off course!! How then, could they possibly have gotten there? Simple – every moment the team was following a process of 'check and correct'. The Proactive Performance System has you do that, so you too can adjust quickly and effectively before another month or indeed a quarter or a year has flown by with you the worse off for it...



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5 New strategies mean new results for you

Imagine having access to leading edge business strategies in key areas that drive the success and profitability of your business. Imagine having the expertise of your '10X Coach' – an accountant or someone who has been helping people grow their businesses for at least 10 to 20 years - at your finger tips. Through their support and the learning and development component of 10XCOACHING CLUB called 'Insights', you'll discover new strategies and techniques to produce dramatically different results in all key areas of your business. Robert Kiyosaki the author of 'Rich Dad Poor Dad' said this: **"the definition of insanity is doing the same thing over again and expecting a different result"**. We do that a lot in business – where in fact, it's new strategies and ideas you'll discover via 10X, that will produce new results for you.

6 Experience speeds your growth and increases your chances of success

Each 10XCOACHING CLUB is made up of 8 business owners all committed to developing their businesses massively (each, like you, signs a Confidentiality Agreement and agrees to the '10X Code of Conduct'). Now imagine having 7 other business owners – people like yourself, your peers from all walks of life and industry sectors – bringing their collective experience, strategies, input and ideas to you as well.

You benefit by easily leveraging off their experience –

a) you don't need to make the same mistakes - they've been there and done that so you don't have to and b) they've had some wins – we call this research and development. Copy what they've done and you'll achieve the same results or better faster and more cost effectively!

7 You are not alone...

Many business owners report being 'alone' in their businesses. If you're like most, your husband, wife or partner may have heard enough already - in fact, they wish you'd leave it at the door before you come home! **Many just don't understand the reality of what it takes, day to day, to successfully manage a business.** Add to that the fact that the business owner can't really go to their team to discuss a key issue when sometimes the key issue is that team! And then when it comes to sharing with other friends or colleagues in business – it happens socially with scribbles on serviettes the outcome (typically not the most productive) or, at networking events where it's hard to share the real 'ins and outs' and feel confident that information will remain private.

Now, **see yourself instead as part of a team of people** – including your 10X Coach and your 7 peers – people who are there to support and encourage you. **People who genuinely "get it"**, they understand the opportunities, challenges and demands of being in business. People you can talk openly and confidentially to about your business and its future. People who become your core support team. When you imagine all that, that gives you just a small sense of the very real power of the relationships you build and benefit from, within a 10XCOACHING CLUB (of course, most Coaching Club Members report doing business together, cross promoting and more as well).

8 Be accountable

While we all like the idea, mostly we're hopeless at it. You'll probably agree it's incredibly hard to hold yourself accountable even when you have the best intentions of 'getting this done' or 'finally achieving this' or 'implementing that great idea' you've had for years – the demands of your business and your life only allowing for so much.

Imagine instead, having a breakthrough in time management (one of the very first key results people experience) and your 10X team, your 10X Coach and peers - holding you to account for producing key results in your business each and every quarter, while you do the same for them. Imagine just how much more you'd accomplish? In our experience – **it's simply masses more.** And those accomplishments in turn produce results. Just to name a few typically reported: lifting your revenues, your profits, improving your quality of life and decreasing the time spent 'in' your business.

Each Member Business typically takes on 5 to 7 projects per quarter – before you panic – it's okay, relax! No matter where you are starting 10XCOACHING CLUB from, you don't and more importantly, won't have to do them all yourself. Instead you will see to it that they happen and be accountable for having your team meet deadlines etc. At the same time you'll also be accountable for and tracking your financial results impacted by those very projects.

9 Knowledge really IS power...

As you implement new strategies, it's to be expected you may need additional information and tools. As a 10XCOACHING CLUB Member, as well as the quarterly Coaching Club Meeting and your Momentum Conference Call, **you also have access to an extensive online library called the '10XKNOWLEDGE BUILDER'**.

This knowledge covers key topics like marketing, selling, delivering, servicing, productivity, leadership and administration. In each key area you'll find:

» 10X Strategy Outlines on a wide variety of topics. Most come with matching 10X Strategy Guides and Powerpoints to make sharing the concepts with your team easy (on certain topics, streaming video with input from the 10X Co-Founders and team as well as 10X Coaches is available to take that one step further).

» You'll find a variety of tools designed to expedite your implementation of ideas. These tools can include checklists, forms, ready made letters, phones scripts, role plays and much more that mean you can pick up an idea and run with it.

» To give you just a small sense of what's available online you could search for everything from: 'how to write a great Yellow Pages Ad', 'how to increase our sales conversion rate', 'how to create a great referral program', 'how to write a powerful position description', 'how to systemize our business', to 'how to recruit and retain team members more effectively' and many more.

» Member businesses also love sharing (and hearing) ideas and methods that have already been developed and tested. The sharing of 'content' between Member businesses via the exclusive Coaching Club area of the website, means there is no need to "reinvent the wheel" – it's right there for you to benefit.



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This additional and invaluable information (it represents years and years worth of Intellectual Property combined) is available as you need it. We do that to help you drastically improve your rate and success in the implementation of new ideas. It has your team well on the way to even greater results, sooner and that means more profits and a better lifestyle for you.

10 At last, realise your true vision.

If you think about it when you started or purchased your business you were probably interested in having greater independence and lifestyle. Maybe being 'your own boss' and having more time for travel or family and friends, as well as earning a higher income and ultimately, enjoying more freedom.

And yet, regrettably, people often find they get the precise opposite of what they initially hoped for. Instead, they struggle to find great team members, spend hours at work, (doing work they no longer love) or if it is going well still experience that there seems to be a 'lid' on the business ...

As a **10XCOACHING CLUB** Member, at last, you really will fulfill on your original vision. At **10X** we know it's possible for you – now its simply time to back yourself and your future and join.