



## Your coaches

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## Your coaches

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### WHO ARE MY COACHES?

#### Meet your Coaches...Their role? To have you win like never before.

It's critical to note that a 10x Coach is not just "anyone" - they are and must be highly trained and qualified individuals. Unlike other companies that offer business improvement, coaching or support, all 10x Coaches are either accountants or have spent between 5, 10 and 20 years "earning their stripes", working with business owners to develop and improve their businesses. As a result, your 10x Coach is extraordinary and offers you enormous value via insights, new strategies and ideas. Ultimately, your 10x Coach has a commitment to you that truly is a match for your commitment to your own success.

And the even better news? As a 10xCoaching Club Member you in fact benefit from two expert Coaches. The first you'll work with face to face at each quarterly 'Coaching Club Meeting' and on your 'Momentum Conference Calls'. Your Coach is a business development expert and an invaluable resource to you as you move through implementing strategies that improve performance, across all areas of your business over time.

The second you'll see on film at each session: Michael Sheargold. Michael will lead discussions offering new insights and strategies on key business topics like: the 10x Advantage, 10x Time, 10x Selling, 10x Systems, 10x Marketing, 10x Leadership, 10x Team and many more that will give you immediate access to new results in each of those key areas. These concepts will then be worked through with you by your Coach.

Michael makes this simple analogy...

"Think of a sporting person you admire. Without question, even at the peak of their game, they had a Coach. Right now, the fastest runner in the world has a Coach. No matter how well you're doing then, a coach is there to have you take your success to a new level. Better yet, the coach has a deep knowledge, an understanding of the training regimes that will get the best possible performance and can literally, see things in technique and other areas that the runner simply can't see. Like most business owners - those runners are too busy running!"

Your Coach goes on to say:

"My role as your 10x Coach is simple. It is to absolutely and without question, have you win. More specifically, have you produce results beyond what even you thought possible for your business and consequently, for yourself and your life. To do that I provide that fresh set of eyes, expand your knowledge via my own and our unique 10x tools, inspire you to go for it and demand real greatness from you (which every business owner has in them or they wouldn't have had the courage to begin!), just like the best Olympic Coach does their athletes."

Your Coach is passionate about minimizing the negatives about being in business and maximizing the positives that had you want to go into business in the first place. They are relentless in the pursuit of improving the performance of every business they coach, potentially yours among them!

#### Michael Sheargold

Having worked with thousands of individuals and organizations looking to maximise their competitive advantage, Michael is widely regarded as Australia's premier business coach and one of Australia's leading authorities on creating outstanding results in business and in life. In fact, Michael has successfully completed some 5,000 one-on-one coaching sessions with business owners and executives over the last 17 years, making him one of the most experienced coaches in the world today. This is further strengthened by his continued research and consulting with some of the world's leading organisations.

His most high profile client, John McGrath of McGrath partners, had this to say in his best selling book 'You Inc.': "Mike is the best business coach on the planet." Michael is clearly an expert on how to have others, like John, produce extraordinary outcomes.

Michael's mantra is simple: "the power of an idea is in its implementation". Also a successful entrepreneur in his own right, Michael's knowledge brings a depth of experience to you and your 10xCoaching Club and adds unprecedented value to your 10x experience.

Being part of your 10x Coaching Club means you will...Innovate and improve your team. Develop your leadership skills.