



What is an **ActionCOACH**? ...

As an **ActionCOACH** Business Coach, you will help other entrepreneurs and business owners in your community grow, create jobs, and build a stronger economic picture in your home town. You'll work with your friends and neighbors to help them regain balance in their lives so they can enjoy the fruits of their labor ... And you will have the opportunity to create an unlimited income as the leader of your own white collar franchise.

ActionCOACH clients, whether the business be small, medium or large in size, are selected more on the business owners attitude than size. Our clients not only have established successful businesses, they also are forward thinking, willing to learn and grow, and are goal oriented towards real business growth.

Our clients choose to hire an **ActionCOACH** because we understand that systems should run a company so the owner doesn't have to. We offer the most practical, most applicable and fastest strategies on growth, and most importantly, because we deliver results beyond their greatest imagination.

We give people back their spirit and freedom through business development and growth. When you become an **ActionCOACH** you will take your local good businesses and turn them into exceptional businesses.

*“ I was so caught up in the day to day activities of the business I didn't even know how much was wrong. It was worse than I realized but my **ActionCOACH** helped change that. Once I knew the issues we faced, we tackled them head on. We worked at an accelerated pace, but after just 5 months, it was clear we were on the right path!*

— **Rebel Snodgrass**
All-American Interiors

ActionCOACH is no stranger to awards ...



ActionCOACH is a two-time winner of the Stevie's People's Choice Award in Business Services, has earned an American Business Awards for Best Overall Company in the Business Services category and has earned honors from Diversity.com as one of the most diverse, privately held businesses.

ActionCOACH Started the Business Coaching Industry ...

The concept of consulting has been around for centuries, but Business Coaching was started by our Founder and Chairman, Brad Sugars.

As an accounting student in the early 90's Brad witnessed an endless cycle in businesses failing despite the fact they were working with business consultants. When the consultant was finished, the business owner did not have the knowledge to keep the business on the right track. Brad knew there was a better way to help business owners be successful. He turned this concept into his own business of re-educating the owner with the skills they needed to master in order to improve in all areas of their business. Soon, Brad was known around Brisbane, Australia as "The Turnaround Kid" for the outstanding work he was doing as a 'Business Coach.'

Thanks to those coaching skills, Brad earned enough money to retire ... at the age of 26! But going to the golf course every day wasn't Brad's idea of the good life. He knew he could do more to help business owners everywhere and he set out to do just that.

Brad developed the model for Action International, which would become **ActionCOACH**, and in 1997 he started selling franchises to others who wanted to become Business Coaches.

Today, **ActionCOACH** is in more than 50 countries, working with 15,000 businesses every week. The business coaching industry has grown as well, as there are dozens of competitors in the marketplace trying to reach the level of **ActionCOACH**.

We attribute this phenomenal growth to two things: **1)** our results for business owners, and **2)** the increased awareness of our business model around the world. The success of our franchisees has led to the success of our franchise.

ActionCOACH created the industry and set the standards the industry lives by, including being the first coaching company to guarantee results. And **ActionCOACH** was the only business services company to be named to the 2014 Franchise Direct Top 100 Global Franchises List, ranking with franchises like McDonalds and Subway.

"Nothing beats being in business for yourself ... controlling your own destiny, making your own decisions, employing others and just being your own boss ..."

— **Brad Sugars**
Founder



The Vision We Support ...

"World Abundance through Business Re-Education"

We strive to support this vision by doing a number of things:

- We will always work in “co-opetition” with all those who believe they are in competition with us
- We will practice “edutainment,” educating ourselves, our clients and those we work with, while we entertain them and create a fun learning environment
- We will employ world-class marketing and business development techniques to educate our clients

ActionCOACH Business Coaches deliver results to their community in terms of jobs created and businesses saved. Helping businesses in your neighborhood grow and prosper while working for yourself, but not by yourself, is what an **ActionCOACH** Business Coach does every day....

ActionCOACH is a team of committed, positive and successful people who are always striving to be balanced, integral and honest. We will work within our 14 Points of Culture to make sure that everyone who touches, or is touched by the **ActionCOACH** team, will benefit greatly and in some way move closer to becoming the person they want to be or achieve the goals they want to achieve.



The **ActionCOACH** 14 Points of Culture ...

- 1. Commitment** *I give myself and everything I commit to 100% until I succeed. I am committed to the Vision, Mission, Culture and success of ActionCOACH, its current and future team, and its clients at all times. I always recommend products and services of ActionCOACH prior to going outside the company.*
- 2. Ownership** *I am truly responsible for my actions and outcomes and own everything that takes place in my work and my life. I am accountable for my results and I know that for things to change, first I must change.*
- 3. Integrity** *I always speak the truth. What I promise is what I deliver. I only ever make agreements with myself and others that I am willing and intend to keep. I communicate potential broken agreements at the first opportunity and I clear up all broken agreements immediately.*
- 4. Excellence** *Good enough isn't. I always deliver products and services of exceptional quality that add value to all involved for the long term. I look for ways to do more with less and stay on a path of constant and never ending improvement and innovation. I speak positively of my fellow team members, my clients and ActionCOACH in both public and private.*
- 5. Communication** *I speak with good purpose using empowering and positive conversation. I never use or listen to sarcasm or gossip. I acknowledge what is being said as true for the speaker at that moment and I take responsibility for responses to my communication. I greet and farewell people using their name. I always apologize for any upsets first and then look for a solution. I only ever discuss concerns in private with the person involved.*
- 6. Success** *I totally focus my thoughts, energy and attention on the successful outcome of whatever I am doing. I am willing to win and allow others to win: Win/Win. At all times, I display my inner pride, prosperity, competence and personal confidence. I am a successful person.*
- 7. Education** *I learn from my mistakes. I consistently learn, grow and master so that I can help my fellow team members and clients learn, grow and master too. I am an educator and allow my clients to make their own intelligent decisions about their future remembering that it is their future. I impart practical and useable knowledge rather than just theory.*
- 8. Teamwork** *I am a team player and team leader. I do whatever it takes to stay together and achieve team goals. I focus on co-operation and always come to a resolution, not a compromise. I am flexible in my work and able to change if what I'm doing is not working. I ask for help when I need it and I am compassionate to others who ask me.*
- 9. Balance** *I have a balanced approach to life, remembering that my spiritual, social, physical and family aspects are just as important as my financial and intellectual. I complete my work and my most important tasks first, so I can have quality time to myself, with my family and also to renew.*
- 10. Fun** *I view my life as a journey to be enjoyed and appreciated and I create an atmosphere of fun and happiness so all around me enjoy it as well.*
- 11. Systems** *I always look to the system for a solution. If a challenge arises I use a system correction before I look for a people correction. I use a system solution in my innovation rather than a people solution. I follow the system exactly until a new system is introduced. I suggest system improvements at my first opportunity.*
- 12. Consistency** *I am consistent in my actions so my clients and teammates can feel comfortable in dealing with me at all times. I am disciplined in my work so my results growth and success are consistent.*
- 13. Gratitude** *I am a truly grateful person. I say thank you and show appreciation often and in many ways, so that all around me know how much I appreciate everything and everyone I have in my life. I celebrate my wins and the wins of my clients, and team. I consistently catch myself and other people doing things right.*
- 14. Abundance** *I am an abundant person, I deserve my abundance and I am easily able to both give and receive it. I allow abundance in all areas of my life by respecting my own self worth and that of all others. I am rewarded to the level that I create abundance for others and I accept that abundance only shows up in my life to the level at which I show up.*

In Business for Yourself but not by Yourself ...

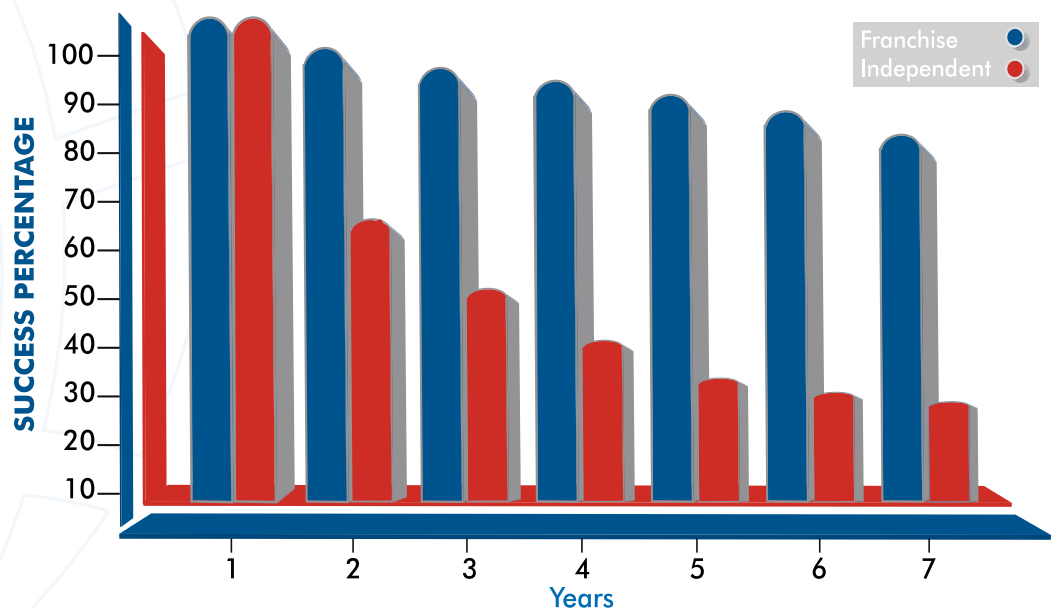
With more than 20 years of experience and growth, **ActionCOACH** has created all the systems for a successful business coaching franchise. Our simple and systemized approach to business has benefited business owners around the world with more time, better teams within their companies, and most importantly—more money ...

- **Sales Systems** – We have a proven 13-step sales process that you will use in attaining and keeping clients. We even have the ready-to-implement scripts for every scenario you will encounter as a business coach.
- **Marketing Systems** – From your website, brochures, tickets, email templates, strategic campaigns, we have the best tested and measured marketing system in the world.
- **Client Systems** – From basic administration to contractual documents, client records, client focus sheets and everything in between, we have created everything you need for your clients.
- **IT Systems** – We have tracked, documented and vetted the most powerful IT strategies and systems that you will leverage to help your own business as well as your clients businesses.
- **Training for yourself and your team** – Team training is vital to your success, we have conferences, monthly education pieces, continuing webinars and more to give you the education and knowledge you need.
- **Product and Services Development** – We have product developed how to sell and use each one. Our internal system will walk you through how to position and present the services based on your prospect and clients needs.

As an **ActionCOACH**, you invest in these complete business-building systems. For twenty years this proven system has been used by more than 1,000 coaches all around the world.

Franchise vs. Startups

According to the U.S. Department of Commerce, franchise businesses are exponentially more likely to succeed than individual new startups, particularly if you look at the figures over a five or seven year period. After seven years, 91% of new franchises are still in business, as compared to only 20% of individual new startup businesses.





Franchise Training & Support ...

ActionCOACH is the leader in the Business Coaching Franchise world, in part, because our incoming franchisees receive the best training in the world. Each new **ActionCOACH** franchisee attends an extensive 10-Day training in the hometown of the **ActionCOACH** Global Office, Las Vegas.

This is real, hands-on learning with the best **ActionCOACH** Business Coaches from all over the world plus Brad Sugars himself. Over the course of this powerful training, you will learn everything you need to create a successful coaching business.

During your pre-training period you'll receive a complete set of Brad Sugars books, marketing kits including your business cards and a fully loaded Kindle of the entire **ActionCOACH** systems.

Plus you'll have ongoing training in our CD of the Month, recommended reading lists, continuing education at our Regional and Global Conferences, 90-day planning sessions, and more.

Our worldwide network of coaches is one of the top assets to being an **ActionCOACH**. Our coaches help one another by brainstorming ideas, sharing case studies and offering advice to their fellow coaches. Have a question? Just post it in one of our internal forums and you are sure to get back a number of quality replies.

Our Global Office is dedicated to supporting our franchisees. The departments include; IT-help, marketing assistance, accountability coaching and local lead generation.

“It's been rewarding to coach business owners in strategies that help them grow their revenues in a matter of months.

— **Doug Winnie**
ActionCOACH, Texas

Our Product Ladder ...

We've developed an impressive array of workshops, seminars and services that fit the needs of virtually every business ...

ActionCOACH This is our signature program and the most intense, results driven coaching any business owner can put to use. Our one-to-one coaching system is so strong that we guarantee results for clients, because we know it works, anywhere, in any economic environment.

ActionCLUB In ActionCLUB you work with a group of business owners in a 14-week program that educates them on how to grow their revenues and profits. **ActionCLUB** is perfect for those clients that should be in one-to-one coaching but aren't ready to take that step.

seminarCLUB

SeminarCLUB encompasses a number of workshops with members of your client's teams. They run the gamut from **PhoneRICH** to **SalesRICH** to other aspects of a business that team members may need to be trained on.

BusinessRICH Most business owners are too concerned with working IN their business that they don't have time to work ON it and make real money. **BusinessRICH** is a 2-day group coaching workshop that teaches business owners real strategies that generate real wealth.

GrowthCLUB You'd probably be surprised if you knew how few business owners actually plan for success. **GrowthCLUB** meets every quarter for a 90 day business planning. **GrowthCLUB** is a group setting giving the clients an environment to share ideas with other business owners.

ProfitCLUB **ProfitCLUB** is a great way to jumpstart the coaching process. **ProfitCLUB** consists of informal peer-to-peer networking events and educational breakfast meetings, during which clients become familiar with **ActionCOACH** while meeting other business owners and learning strategies for their business.

PlanningCLUB With **PlanningCLUB**, our coaches not only have a way to systematize the accelerated future growth for their clients, but it's also a great tool to gain access into the mid-size company market. A real game changer as this product is truly unique in the market place, filling the void for easy to implement business plans.

AssessmentsONLINE

Our **AssessmentsONLINE** program helps our clients gain understanding into the personality profiles of their team, clients and vendors. This program gives true insight and makes managing a business easier and far more productive.

BusinessVALUATION

Our coaches are never surprised when a business owner doesn't have a good hold on how much their business is worth. Thanks to our partnership with Biz Equity, **ActionCOACH** is the only coaching company to offer a **BusinessVALUATION** program...this program helps show your clients how much working with a coach is really worth.

DvdCLUB DVD CLUB

brings Brad Sugars straight into your clients' homes with 10 DVD titles each designed by Brad to deliver his message of abundance through business re-education, along with actionable strategies your clients will be able to put to use immediately.

BookCLUB Brad is the author of 15 books, including the Best Selling Instant Series of books and his latest, **Buying Customers**. Each of Brad's books focus on a different area of business and he delivers them in straight-forward language that even the most inexperienced business person can understand. **BookCLUB** is a great way to familiarize your clients with our teachings and help them get ahead.

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Leaders in Innovation ...

ActionCOACH is always innovating when it comes to the world of business re-education. We pride ourselves in being the early adopters of new ideas and innovative technologies.

We take the responsibility to grow our clients as leaders therefore grow their businesses. This is of the highest priority and the sole reason why we partner with companies like BizEquity, the global leader in business valuations.

This new cloud based software was conceived by financial analysts and entrepreneurs, in collaboration with accounting professionals, banking and investment analysts, attorneys and technologists to help business owners understand the true value of their business.

Staying on top of industry trends and discovering solutions for our clients is just one example of the value an **ActionCOACH** adds to a business.

*“ As an ActionCOACH,
I've been able to build
a life that provides for my
family, while also providing
the balance to enjoy it.*

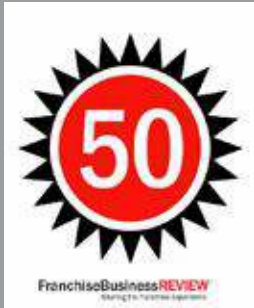
— **Bruce Campbell**
ActionCOACH, Australia

*'We pride ourselves in being the early adopters of
new ideas and innovative technologies' ...'*

BALANCE YOUR LIFE. GROW YOUR COMMUNITY.

Your Future with **ActionCOACH** ...

The decision to become an **ActionCOACH** will absolutely change your life. We know **ActionCOACH** will allow you to dream bigger, have you make a real positive impact in your community, give you the opportunity to join the world's leading team of business coaching and increase your business knowledge beyond the imaginable ... And only you can make the decision, if this is the right fit for you. So what happens from here?



ActionCOACH made the Top 50 Franchises in the Franchise Satisfaction Awards conducted by the Franchise Business Review. Out of nearly 250 companies entered, representing over 45,000 franchisees around the globe, **ActionCOACH** was ranked 41.

Step 1—Discovery Call: This first step helps to discuss our Vision, Mission and Culture.

Step 2—Model Review Call: On this call we share more details about what we do, who we work with, the entire line of products we sell and how you can develop multiple streams of income as an **ActionCOACH**.

Step 3—Review our Franchise Disclosure Document: Review our Franchise Disclosure Document and on your next call we answer all of your questions about it.

Step 4—Toolbox Tour: Here's where we show you the systems, tools and marketing assets.

Step 5—Due Diligence: You get the opportunity to speak directly to our franchise owners for their experience and advice.

Step 6—CEO Call: Our CEO, Vic Ciuffetelli shares with you our vision as well as the bright future of **ActionCOACH**.

Step 7—Discovery Day: Discovery Day is when you come to Las Vegas and meet our Global Team. You get a tour, learn a little about the team that will support you as an **ActionCOACH** and observe a day of training.

Step 8—Contract Agreement: When you confirm this is for you, you sign the contract and become an **ActionCOACH**.

Step 9—Pre-Training: During this period you will prepare for the 10-day training. You'll receive a reading list, set up your office, marketing kits, Kindle etc.

Step 10—10-Day Training: This training is when you really become an **ActionCOACH**. Over the course of 10 days, you will be educated in all areas to build a successful business coaching franchise. You will be coached by Brad himself as well as learn from the very best **ActionCOACH** Business Coaches from around the world.

“I've travelled to amazing parts of the world and met like-minded people. I'm in charge of my own future, I'm free, fulfilled and financially secure—not many people can say that!”

— Roger Pemberton
United Kingdom

Time for Action! ...

Now it's time for you to take Action. Join the world's leading business coaching franchise and become an **ActionCOACH**. You have the opportunity to make a huge, positive difference in your community. You can help create jobs and build a better economic reality for business owners throughout your region, while creating your own white-collar business that can deliver you multiple streams of income. Just fill out the form below and you'll be on your way to the most rewarding career you've ever imagined ...

So join us ... It will be the best decision you've ever made!



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BALANCE YOUR LIFE. GROW YOUR COMMUNITY.



1. We Guarantee to get results, and that you'll be able to "Find our Fee" in your business within 17-weeks of ActionCOACH coaching your company ... or your coaching is FREE.

Our coaching programs have been tested and proven all over the world, so when you hire an **ActionCOACH**, you WILL get results. Whether it is in terms of more time, a better team or more money ... if you are making a good faith effort and doing the required work assigned to you; you attend all coaching sessions and agreed upon events and workshops and you complete all of your committed decisions and homework assignments on agreed-upon dates ... and you are STILL not satisfied or seeing results by the 17th week, we will coach you FREE until you do ... no questions asked!

2. We Guarantee to tell the truth about you and your business ... no matter how uncomfortable it may be, or how hard it is to share with you the realities of your business and the changes you need to make.

When you hire an **ActionCOACH**, you will have the "unreasonable friend" and personal business mentor you and your business need to succeed. You will be held accountable for everything you say you will do, and your business will get the push it needs so you can get the results you really want in your business.

3. We Guarantee you a "business re-education" about how your business really works and how to successfully grow your company ... as well as how to apply your new education and knowledge to any business situation.

Your **ActionCOACH** will guide you with proven systems and strategies designed to give you a "business re-education" that will allow you to profit in terms of more time, better team and more money. Not only will you be able to unlock the true growth potential of your company, you'll be in the "driver's seat" of your own business, equipped with a "map" and a "license" to take it and drive it wherever you want to go, with **ActionCOACH** by your side.

4. We Guarantee complete confidentiality ...

Our working relationship will involve a level of trust and understanding about the proprietary nature of our coaching strategies and the proprietary aspects of the numbers and nature of your business. Because of this, we guarantee a confidential business relationship with you during the course of our work together.

5. We Guarantee a personalised approach to your business ...

You and your business are unique. Because you are relying on our experience in working with businesses of all kinds, you can be assured you will have a clear understanding of the nature of any program we recommend, and that your expectations will be properly managed as to anticipated outcomes and results.

6. We Guarantee a proven system and methodology that is designed to multiply profits in your business, with complete access to our proprietary system of coaching strategies, systems, programs and services ...

Not only will you be shown a number of systemised ways to successfully build your business, you will also have complete and exclusive access to more than 3,500 strategies and tactics that make up our entire proprietary business coaching system.

7. We Guarantee to show you how ActionCOACH defines business success, and how to build a commercial, profitable enterprise that works without you.

Even if you are an owner who loves business and who loves working "in" your business every day, **ActionCOACH** will show you how to build a company you can work "on" whether you show up every day or not. Regardless of your ultimate goals, you will learn the strategies, systems and advantages of the **ActionCOACH** definition of a successful business.

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