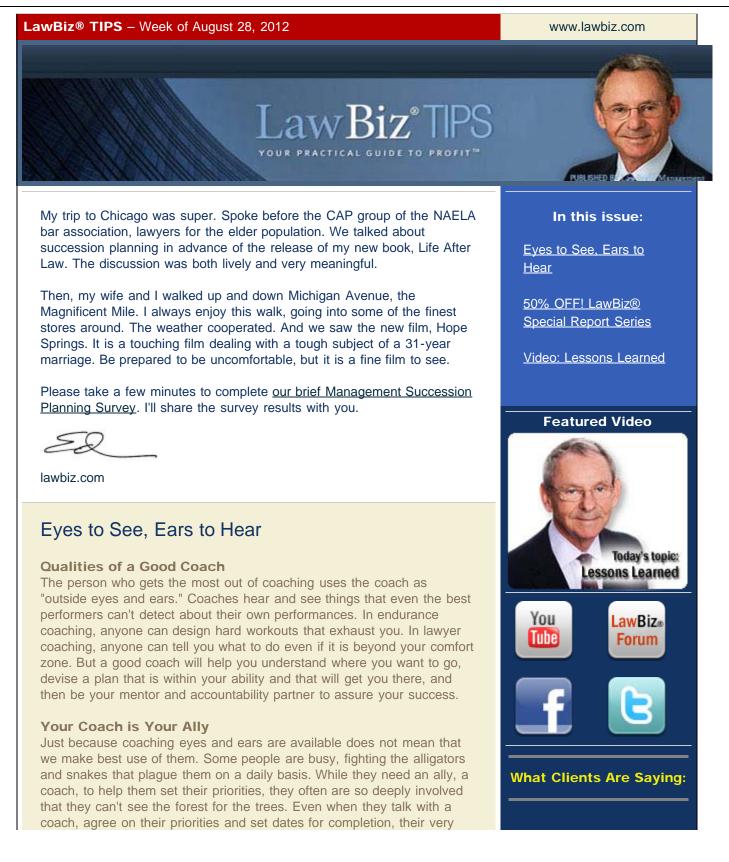


Your practical guide to profit[™]

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next day seems to explode on them, causing them to revert to past behavior patterns. Such people can still eventually be helped by a coach.

The "Know It All" Individual Who Ignores the Coach

By contrast, the "know it all" individual misses the real benefit of coaching by being fixed on their own ideas and perceptions. They cannot connect with the coach as ally, deciding together what should be done next for career advancement, and then being accountable for the completion of the next step(s). Rather than follow this process, the "know it all" person typically walks away from the script they've participated in developing because they "know it all" and make snap decisions on their own, disregarding the coaching process that they enlisted in the first place.

Learn to Accept the Coach's Challenges

I am reminded of a personal experience when my wife wanted me to take up skiing, which I was reluctant to do. She even scheduled a ski school session for me over the Christmas holiday. Before then, however, I had the opportunity to take skiing lessons from a friend, thoroughly upsetting my wife. I ultimately realized why I had acted as I did: my friend asked me to learn to ski and offered to be my teacher, saying I could go into a school on the mountain later if I still wanted to. My wife told me to and said she would "put me in school," rejoining me later in the day; I resented the "order," being told what to do. In reality my wife was simply pushing me to achieve, as a coach would do, and the best approach with wives and coaches - is to accept the challenge and strive to meet it. The truly successful person wants and needs a target, and a coach can provide eyes and ears that help you achieve it.

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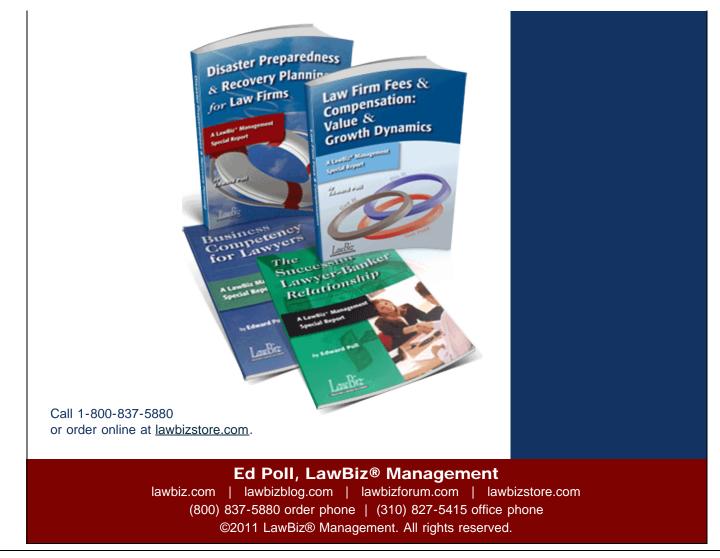
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Special Price: \$89 until Sept 1 (reg. \$172) "On a personal level, I'm not scared any more. The recession reduced my wife and me from a comfortable two-income family to a one person income and a capital drain. When I first called Ed, I truly was counting the months until we would have to put the house on the market... The things we have put in place and will continue working on guaranteed my business picking up."

FW Northern California

"Ed was coaching me during our firm reorganization when disaster hit! Key personnel departed and I was panicstricken. Not only did he honor his commitment to 24/7, but his advice enabled me to refocus my priorities. Now, I'm eating, I'm sleeping, and I'm smiling thanks to his guidance."

KH England



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