

I was looking for a business coach, but as I am a start up business, it was important to me to keep my costs down. I had spoken to a few coaches - and the costs seemed prohibitive. I felt that if a coach advertised themselves as effective, then they should be willing to take a % of my increased business as payment or have some sort of guarantee....makes sense to me, but it didn't make sense to any of the coaches I spoke to!

Until I came across Paul. I liked his site, but the main reason that I contacted him was because of his guarantee - because then my usual objection of cost became irrelevant - if he didn't increase my profits, then I was covered - a no lose situation.

Once I started having the coaching sessions, I was just so excited to be working with Paul! Because that's how it feels....he's working with me to help my business succeed - he genuinely cares about the success of my business and therefore I trust what he says. And that matters, because he does ask some challenging questions, which occasionally feel uncomfortable when I have to go inwards and find the answer. However, his questions are undoubtedly powerful...I know this because I have come up with a number of answers that were unexpected....but they brought about a much more focussed and relevant direction for my business. I would've wasted countless hours of effort in the wrong direction without Paul and his questions.

That being said - our sessions are also fun and light. Paul has a unique way of challenging my thinking while at the same time making me laugh, lol. Paul is knowledgeable and insightful and clearly cares a great deal about what he does. He has moments of brilliance on my behalf too (I know you'll change the wording here, but it is TRUE)!!!!

When I ask myself what I gain from our sessions, the answer would be motivation, accountability and direction. First of all, Paul helps you make a good, solid plan and then he helps you follow it...it feels like he has cleared the way for me....first of all, we built the path and then he helped me go down it. I have built countless paths in the past, but I was never quite motivated enough to go down them. Being accountable to someone you respect is a great motivator!

I would highly recommend Paul to anyone who is looking for real help in starting or increasing their business, he is VERY effective.

Lynda Nicholson
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