



Preston True is a leadership and life coach with Accomplishment Coaching based in Royal Oak, Michigan (www.PrestonTrue.com). Preston works primarily with highly technical professionals -- IT Consultants, CPA, attorneys, financial planners, and engineers - - to help them get around the barriers of lack of time, lack of money and lack of resources to be able to earn what they are truly worth

Preston, I know you are a big fan of Robert Middleton and Action Plan Marketing and have not only purchased materials and products but have also participated in a Marketing Action Group. What was going on in your business that prompted you to seek help?

There were a couple of things. The first was, "What the heck is coaching?" I was out there marketing myself as a coach and people were looking at me strange. If I owned a bakery or a CPA firm most people would understand. With coaching it was ambiguous. I found the whole concept of the Executive Summary amazing! The exercise was valuable for me to go through because of the research and thought process and to help me distinguish exactly what coaching was for myself. The side benefit was when I started distributing that information, put it on my website and give it to people they got a much better feel for what coaching was and what I had to offer. That first and foremost was a tremendous resource to help me support my target market and for them to understand how I could help them.

Obviously, when you do not have the ability to express the value and benefits of what you bring to the table it makes it very difficult to sell them to others.

Yes, you're spinning your wheels. If I literally kept track of the amount of time I spent doing that. . . Any time I can accelerate the learning process for my prospective client, the better. If I were pointing to a specific tool I learned through Robert and specifically his Marketing Action Group, the Executive Summary was something I worked on right away.

The Website Toolkit, hands down, made the biggest difference for me across the board. What I mean by that is to clearly define who I work with, how I work and put it in the language of my prospects. I focused on what's in it for them rather than who I am. Nobody really cares who Preston True is. If their knee hurts they want their knee to feel better. I needed to describe what I do in terms that resonated immediately with a prospect. The Website Toolkit helped me do exactly that. It is a perfect template to deliver information that is understood, engaging and invites people to take action.

I know what you mean. It doesn't matter whether you know how to write or not. It is the process that is so unbelievable and valuable.

What is most valuable about the Website Toolkit is it almost demands that you take a really deep look into your business and what you do. I would have spent six months or a year if I didn't have a resource like that and the content would have been half as valuable, at best.

I've gotten so many compliments from people about my website. It has been such a tremendous resource for me. I don't print one flyer. Everything is on the website. It's my online brochure.

What has being part of the Marketing Action Group and being exposed to these materials allowed you to do?

Number one, articulate what I can do. It may not be in consistent form, but it is in clear form. I am constantly listening for who am I speaking with and what world they exist in. The Marketing Action Group, Executive Summary, niche market distinction - - all those things I learned - - has me listening at a different level or from a new place. Yes, I gave you my 30 second commercial earlier, but if I am speaking to a manager in a large engineering firm I am going to be asking a lot of questions first before I let them know what I do because I want to know if there is problem or challenge I am familiar with. Then I can package my audio logo based on that. That's a true take away.

So understanding there is a process in marketing?

There is a huge process in marketing. First and foremost it is about them, it has nothing to do with me. In order for me to get anywhere and for me to move around the bases [Marketing Ball] I need to know what their challenges and obstacles are and be able to explain what I do as a solution to that problem.

I want to share a little story with you. I had the opportunity to be invited into a large IT firm. I had a couple of interviews with them and did nothing but collect information. I shared very little about what I did or how I did it. I wrote a proposal based on problem/solution/ result and within two weeks they said "you are the one". And they were interviewing several coaches. I credit so much of getting that business to the proposal format I learned from Robert. It was a \$60K coaching engagement for six months. For me it was one of the biggest successes in my career. Marketing my business in my prospect's language, in their terms, was probably one of the single biggest things. In the past, so much of it has always been about me, the sales person. In my opinion, that doesn't work.

I know you talked a bit about how this made a difference to you financially, but beyond that how has it made a difference?

There are a couple of things. Number one, the amount of time it saved me. I could very easily put a dollar figure on my time. It saved me thousands and thousands of dollars. There is a tremendous time savings because I understand and know a marketing process. And not just for creating an Executive Summary. I use the same process if I'm going to write a web page, an e-zine, or make a blog post.

And there is a confidence level I have in understanding what I do and who I work with. I'm not sure how to measure that in hard dollars. But I can attest to is this - I am far more confident three years later than I was before, simply because I can explain what I do and who I do it with clarity and ease.

Did you have any doubts whether or not the Marketing Action Group was the way to go? Did you have any bad experiences with group programs in the past that made you skeptical?

Absolutely I had some doubts. I kind of jumped into it fairly soon. I was not really that invested in Robert Middleton and Action Plan Marketing when I signed up. But at the end of the day, it was his sales letter on the website that got me. He was talking about me! A lot of my experience with group training programs is there is one or two people that really make a difference but there are a lot of participants that

really aren't ready and you think, "Here I am investing my time in money with a bunch of people I really don't want to be with". But everyone in the group was completely qualified. Tremendous people. Similar types of businesses, all really committed to their business and the perfect group of people for me to be involved with. And the icing on the cake was the content and the structure of the program. That was terrific.

I don't even think I utilized Robert's offer [for a personal coaching call]. I spent more time doing work on my own as a result of the program and being in conversation with the other participants and getting support that way. I didn't take advantage of that only from the standpoint that the rest of the structure was absolutely sufficient in supporting me. So much of the success of a group program depends on the folks that are involved. I love that Robert actually uses his own process to market and qualify people for his own business. . . the same process he is teaching us to do in our own.

Any last thoughts you would like to share Preston?

The investment in what Action Plan Marketing has to offer compared to the return you will get is, bar none, the best investment you will ever make. It's easy to understand, it's incredibly effective. Almost all the concepts of Action Plan Marketing resonate. The familiarity is there which makes the learning so much easier.

If anyone should ask if they should invest in anything that Robert Middleton or Action Plan Marketing has to offer, I'd ask them, "What is the value of your confidence?" If there are consultants, coaches and trainers out there that are looking to leverage what they are already doing, and really understand a powerful marketing process, then Action Plan Marketing is a premiere source for that. Buy whatever Action Plan Marketing has to offer because it will come back to you 10 times over.