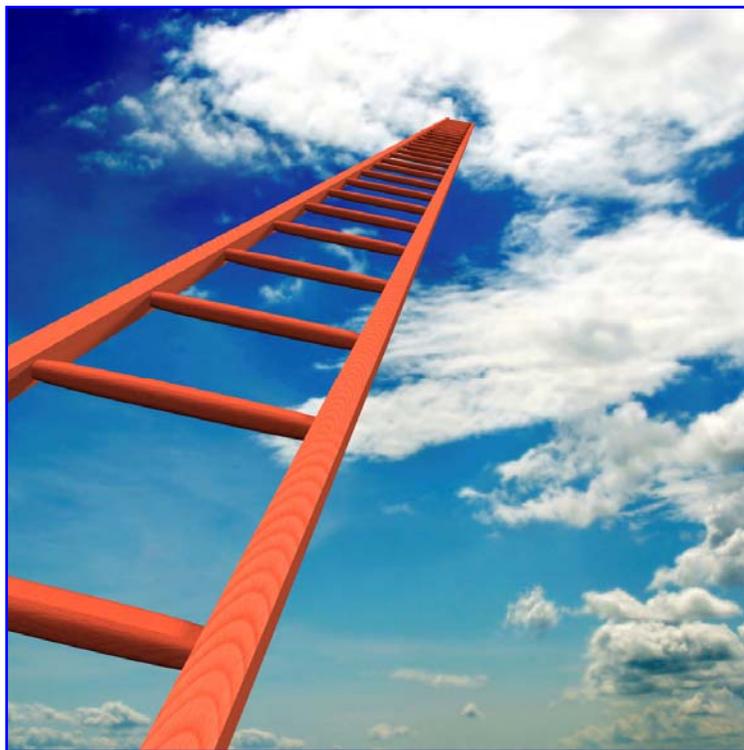


How to Get Your First Clients and Build a Successful Consulting Business

Without Selling or Cold Calling



By Thomas J. Haizlip, M.A.

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Welcome to the Wonderful World of Business Consulting

I wrote this business report to help consultants create a reliable method to easily build a highly profitable business without becoming a salesperson or wasting money hiring a marketing consultant. You are your own product and if you target a few key "clients" your business will grow into a very profitable enterprise. I wish you every success and I am confident that you will be surprised how much opportunity there is out there for a talented professional with a reputation for delivering solid results. This report will tell you how to get that reputation.

Have the Courage to Succeed and you Will Succeed

First, allow me to say congratulations to you on deciding to launch your own new business. You are showing great courage and faith in yourself. These are two qualities that are absolutely necessary to succeed in the highly competitive business world. Having a passionate desire to deliver outstanding service to your clients will set you apart from the crowd.

Selling is Not Consulting

However, in addition to talent, faith, and passion, you must also have a realistic plan to attract new clients and grow your business into a profitable enterprise. Even more, you have to figure out a business plan that suits your personality. Unless you are in the sales business, then selling yourself is not where you want to be or how you want to spend your time and energy. But in the business world, especially in the professional services fields, you have to realize that you are the “**product**” and you have to establish a “**brand**” associated with that product that attracts clients who have a need for your services and decide that you are the best choice to meet their needs.

Build it and They May Not Come...

When I started my Executive Coaching business (www.skillsforsuccess.ws) I believed in the “Field of Dreams” business model. I printed some stationary, got some fancy business cards, and installed a business phone line. Then I just sat back and waited for the calls to start rolling in. After all, I built it and I just expected that the clients would come. Why shouldn't they? I knew I had

talent and I was offering a great service that would add value to my clients and their organizations. I honestly believed that my expertise and knowledge would be enough to easily attract plenty of clients and that I would very quickly create a profitable business.

Field of Dreams to Ocean of Worry

Unfortunately, I found out the hard way that I was no Kevin Costner and the business world was no Hollywood fantasy. To put it bluntly, it did not take me too long to wake up to the realization that my field of dreams had turned into an ocean of worry. I went from feeling great about my potential business success to feeling overwhelmed that I had made a big mistake and I was in way over my head. All I could think was:

- How am I going to pay my bills?
- Why were less talented people more successful than me?
- How could I get clients and build a reputation of excellence if no one would ever give me a chance?

Looking for an Answer - Off to the Bookstore I Went

One thing I do when I want to solve problems is look for a book or resource that can direct me toward a solution. As a matter of fact, I think reading a diet book should count as real exercise. Well, my local Barnes and Noble had shelves of books on marketing and how to build a brand. I was especially drawn to the books that had the words "easy" and "simple" in their titles. I bought several of these books and poured through them to see what I was doing wrong and what I needed to do to get this business off the ground. I found that all the advice was basically the same thing said six different ways and it offered me no real answers. Here are the three main points I took away from all of the many marketing books that I read:

1. You Must Create Your Unique Selling Position (USP)

First, I learned that you must establish something called a USP - Unique Selling Position (USP). A USP is what separates you from your competition - it's what makes you special and different from all the other consultants out there. All right, I thought, what was it exactly that made my business unique or different from the competition?

The first thing that came into my mind was that my competition was successful and I was not. I was a one-man show with no record of consulting success and I was up against multi-million dollar corporations with huge sales and marketing departments. I have to tell you no matter how many ways I tried to do this exercise, it did not really help me and I did not feel encouraged.

2. You Must Create a 10 Second Elevator Speech

An elevator speech is a self-spoken 10 second commercial that describes what you do and how you add value to your prospective clients. I thought to myself, what prospective clients are they talking about? I did not have any clients in sight. That is why I bought these books in the first place. But, all right, if the books say I have to do it then I'll do it. Here is the elevator speech I came up with: "Hello, my name is Thomas Haizlip and I'm an executive coach. I help managers and executives become leaders and master the people skills they need to successfully inspire others to work together to achieve mutually beneficial results." Sounds good, huh? Unfortunately for me, the world is full of elevator speeches and most people can spot them from a mile away.

Honestly, whenever I said this to people their eyes just sort of glazed over and they would smile and start to back away from me slowly.

Everybody Can Recognize a Sales Pitch

The real problem with the elevator speech was that it always sounded like a "sales pitch." When I said my elevator speech I just alerted other people that I was just another want-to-be making an amateur attempt at impressing them. Mostly it just burnt bridges.

It was not like the books said it would be, you know where the person's eyes light up and they say, "Wow that is fascinating. Please tell me more. I think we have a great need for your services. Let's set up a meeting time this week to talk about how we can get you to work with our staff." It never happened to me - not even once! I just could not understand it. All my friends said it was a great elevator speech.

3. You Must Attend Professional Networking Events

Ok, the books all said I needed to start attending professional groups and network with other people in my industry to collaborate and build solid relationships with



my colleagues based on mutual trust and respect. That made sense to me, so I decided to join a national association focused on training and development. Wow, what a mistake that turned out to be.

After about the sixth meeting I finally realized that most of the other friendly and trusting "professionals" attending these meetings were also as desperate for clients as me. Further, they certainly were not going to collaborate with me, share any leads with me, or give me any advice that would help me succeed. Why should they? After all, I was not their business partner, in fact, I was their competition.

I soon came up with a new term for these professional networking meetings. I know this is unflattering and gentle reader please forgive me. I began calling them "Prostitute Conventions" because everybody there was selling their services, but no one is looking to buy. As a matter of fact, the few high level corporate professionals I did know told me that they actively avoided these professional meetings because they got bombarded with sales pitches each time they attended. So I thought, this must be what it's like to hold a prostitute convention where no "Johns" ever show up.

When I shared my unflattering analogy with the corporate folks I knew, they told me that they felt it was a very funny and also a one hundred percent accurate description. They said that they never hired consultants who cornered them with sales pitches at these events. They even said they made it a point not to hire them, because they felt treated so aggressively.

To put it bluntly, I often left these events feeling worse instead of better. After attending regularly for six months, I decided to trust my gut and I just stopped going. My hopes sank and the bright vision I had for my thriving consulting practice now grew even darker. I felt like giving up and I figured this was just too hard for me to solve. Maybe you cannot make it out there against those huge consulting companies. I just realized if I was ever going to succeed I was going to need to get some help.

Turning it over to a Higher Power: Seeking Professional Help

Like most lost souls feeling hopeless, I admitted that I was powerless to solve this problem alone. It was then that I began looking around for a messiah who could rescue me. Just at this moment someone said, "Tom, you just need to get yourself hooked up with a good marketing consultant."

All you need is for someone to represent you and get you some leads and connections.”

Well, I thought, that’s the answer! It makes sense, right? No matter how good you are at your own profession, first people have to know about you before they can purchase your services. It suddenly felt like a fog had lifted and I quickly got the name of a highly recommended marketing consultant. I felt like I was finally back on the track to success, or so I thought at least.

Don’t Worry, You are Going to Be Very Successful

The marketing consultant was terrific. She sat back and listened intently and empathetically as I told her my tale of hardship and woe. She said she had worked with “dozens” of professionals just like me. She said that given my education, experience, and expertise in human behavior that I was a “sure thing.” The only thing I was missing was a “marketing plan.” She told me with the right marketing plan I was sure to be a “huge success.”

Now that was encouraging and hopeful. Wow, I was a sure thing. It finally seemed that success was just around the corner. The only thing standing between me and the

profitable consulting practice that I was so desperately seeking was a great marketing plan - and, of course, the marketing consultant's fee.

Make an Investment in Yourself, She Told Me

It was only going to cost me a few thousand dollars and she said, "After all Tom, it's an investment in you, right?" That made sense to me. So, I maxed out another credit card and she helped me develop my unique selling position, create an elevator speech, and create some spectacular looking marketing materials. I was so busy doing marketing work I almost forgot I was not working,

Everything Old is New Again

After weeks of hard work, we finished up all the marketing stuff. I was on my way to success. She said, "Now you just need to start attending some professional networking events, talk about your unique selling position, and begin using your elevator speech when you meet prospective clients."

Hey, wait just one dang minute here; this is why I called you in the first place, remember. Ultimately, I realized that developing a "marketing plan" just meant another way

of spending a bunch of money on a formula that fit her professional needs, not mine. This time it was professional advice from a real person instead of books. It was much more expensive advice, but it was essentially the same advice as the books offered. At least she was a very lovely lady who gave me many wonderful compliments.

Figuring Out a New Way That Worked for Me

Oh no! I was right back where I started when I decided to get some help from the lovely marketing consultant. I had a belief in myself, but now I felt even more discouraged about ever being able to build a profitable consulting business. I realized I was deeply in debt and that my marketing messiah had turned out to be nothing more than a high priced, false prophet.

There's No Where to go But up When you Hit Rock Bottom

I would lay awake in bed with worry. It was on one of those sleepless nights when I was feeling a mix of fear, anger, and despair that I finally realized I was either going to have to stand or fall on my own two feet and that no one could take this journey for me, no matter how much they charged.

I was going to have to become my own messiah and no kind hearted colleague who was also a direct competitor was going to hand me the keys to their own kingdom. So figuring out how to succeed was going to be up to me. Well, I am happy to say that I figured out a way to be successful and that is the way I want to share with you now.

Success Plan Step # 1 - Define Your Target Talent

Think about every famous person you know and now ask yourself, what are they famous for? Whoever you just thought of, and whatever they are famous for, it's because of one special thing that they do well. When you are desperate for clients, you try to be everything to everyone and that comes across as dishonest and puts distance between you and any prospective clients. I knew that conflict management was always something that most leaders needed help with. Some leaders spend as much as a third of their time managing conflict. I was going to be a conflict coach for managers and executives who needed to become more assertive or learn to be less aggressive.

Success Plan Step # 2 - Supermarkets Do Not Sell Home Made Jelly

I wanted to be a big league player and start out working for large corporations who could pay me large fees. Then it dawned on me. Supermarkets do not sell home made jelly - they sell brand name jelly. My coaching business was more of a lemonade stand than a Smucker's Jelly Factory. I had not yet established my brand and it was completely unrealistic for me to expect to start at the top. But always remember, there was a time when Smucker's was just another homemade jelly.

Success Plan Step # 3 - Cold Calling Does Not Work For Everyone

I wanted to work for Fortune 500 companies. The only problem was that large coaching firms had already developed a targeted sales approach to use with these firms. I wrote out a great script and started making cold calls. This approach just sent my sales pitch into the deep freeze.

The gatekeepers in large corporations make it impossible to get through to anyone who is a real decision maker who is willing to listen. I know that books say you have to follow up at least 7-14 times before giving up on a

prospect. But that was just not my style and I did not want to be that pushy.

In all fairness, I know Human Resource Directors who tell me horror stories of how they are constantly deluged with sales pitches. They resent these cold calls as an intrusion into their busy time. The cold call wall was just one that I was not going to be able to scale. I needed to figure out a way to connect with people that fit my own personality and style. Cold calls may work for some people, but my skin was just too thin and the calls never felt right to me, even when I was doing them with my best sales voice.

Success Plan Step # 4 - It's a Lot Easier to Start in the Middle

I soon realized that a much better target market was firms that employed 100 - 500 people (medium size businesses) that were located within driving distance from my home. I chose this model for the following reasons:

- These firms were large enough to need my services, but too small for large consulting firms to waste their time courting because they did not have millions to spend.

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- I did not need to make millions; thousands were plenty enough for me so I had much less competition talking to these medium size firms. In fact, many of them had never even heard of coaching.
 - Since these firms were local I usually could find an entry level contact by calling my friends and asking, "Hey do you know anyone that works at XYZ Manufacturing?" Surprisingly, after four people said, "Sorry, I do not know anyone there," one buddy said, "Yeah, I know "Pete Jones" and he works on their widget line."
 - I called XYZ Manufacturing and asked to speak to Pete Jones and made sure to mention that I was referred by my friend, "Bill Smith" who had suggested that I call him. Now, my calls went from the deep freeze to the thawing table. It was not a guaranteed sale, but at least I was getting to talk to someone who would listen to what I had to say. This was the first time in weeks I began to feel hopeful that I might be able to get a client.

Success Plan Step # 5 - Overcoming the Cost- Benefit- Risk Factor

I was finally making progress. I knew that I had to get to a real decision-maker. For me, this meant someone with budget authority who had a need for my services and could afford to buy them. I found it much more useful to try and talk to managers and supervisors directly than try and work through the human resources entry portal that most executive coaches told me to use. After a number of calls, I finally talked to a mid level manager who was interested in coaching. After a wonderful discussion he asked, "Can you give me a few references so I can check out what results other companies received by using your services?"

Well you could hear a pin drop as I went dead silent. I honestly admitted to him that I had just started my business and had not yet gotten any clients. After he thanked me for my time, he honesty told me he couldn't justify spending that much money on a consultant who really had no track record of success and he did not want his business to be a guinea pig for me to test out my skills.

Success Plan Step # 6 - Develop a Track Record of Success

I must admit that at first I was madder than a wet hen, but the more that I thought about it, the more it started making sense to me. The manager was right. Consulting fees are high and let's face it; the world is rotten with consultants who stink. Why on earth should he take a chance on me when I had no way to demonstrate the value that I could add to his organization? I hated to admit it, but it made perfect sense to me and it was at that moment my anger and frustration left me and my life got a whole lot easier.

Step # 7- Giving Things Away is Much Easier than Selling Them

That honest feedback made me realize that before I could get high-paying, long-term clients, I needed to get some references. That made perfect sense to me. It also dawned on me that the best way to get references was to use the **sample method**. The sample method involves allowing clients to have a free sample of your services in exchange for their willingness to give you a marketing testimonial and make marketing calls on your behalf.

Success Plan Step # 8 - Stop Selling and Give Out Samples

I stopped attending professional events for executive coaches and started attending manufacturing events and community functions. I was not looking for clients, but just looking to find the most respected member of the group. When you are starting out in consulting, a great question to ask anyone you are chatting with is "Who do you think is someone that is really well respected at this meeting?" I would ask at least or eight people and I looked for converging agreement. For example, when four out of the seven said to me that "Susie Kline" was a really great manager I went over to Susie Kline and introduced myself.

I was not selling myself or my services, and I made that perfectly clear from the start. I said, "Susie, I am trying to find out more about you. Four people here said you were an excellent manager and I wanted to know how you got to be where you are today. I promise I am not trying to sell you anything, I am just trying to learn more about management."

Success Plan Step # 9 – It's not About me, It's All About You

Guess what, people love to hear how successful they are. They are also happy to tell you how about how successful they are, especially when you act like their biggest fan. The conversation dynamic switched completely. Susie was doing all the talking and I was doing all the listening. This was easy. I hated selling, but I really enjoyed getting to know people and learn about what drives them and makes them feel passionate about their work.

Success Plan Step # 10 – Just Tell Me Where it Hurts

I made a point to always ask the person I was talking with if they could share with me the three greatest challenges they faced in their current position? Almost without fail, managing difficult people and conflict seemed to make it into the top three. By taking the time to learn about Susie and find out what made her successful and what she was still struggling with, I collected great marketing information. But the best part was that the client had no idea she was giving it to me.

Step # 11 - Making a Connection Is Easier Than Closing the Sale

Now I had a warm contact at a medium size company. I followed up by calling Suzie the next day. "Hi Susie, this is Tom, we met at the workshop yesterday. I just wanted to tell you how impressed I was with you. I promise this is not a sales call. I am starting a brand-new executive coaching business and I would love to work with someone like you. I want give you a full set of professional leadership assessments and executive six, one-hour, coaching sessions for free. If you're interested, I would like to meet with you in your office for 1 hour each week for the next six weeks. After that, if you are satisfied with my services, I would ask that you give me a testimonial I could use on my marketing materials and that you just call 3 other people in your field that might be able to benefit from my services. If you're not willing to call them yourself then, could you at least give me three names and allow me permission to use you as a reference?" That was my whole non-sales pitch - just honesty and asking for a chance to help her and, if she was satisfied, to get her approval and recommendation.

It was a tectonic shift. I was not selling anything, I was giving away something that was valuable and all I was asking for was a chance to deliver valuable services that would help Susie become a more talented leader and develop her professional skills. Susie responded, "Sure I would be willing to try it." I quickly reminded her, "This is not a sales pitch, I just want you as a reference and I want you to be able to recommend me to people in your industry." Susie replied, "Ok, so how do we get started?" And away we went.

Success Plan Step # 12 - Finally, Non-Profit to Profit

Susie was a great client; she was bright, open to feedback, and eager to grow professionally. She took to coaching like a duck to water. After our six sessions were over, Susie said, "Tom this is a great development tool and I would like to keep working together. How much would it cost to book you for 12 more coaching sessions?" Wow, I was floored, now this was more like it. I had a client who saw me as valuable and wanted to pay me for my professional services. The real bonus came two weeks later when at the end of our coaching session Susie said, "I want you to call "Ralph Higgins" who manages our distribution center. He's a

great guy, but really needs some help with learning how to disagree without being so disagreeable. I recommended you to him and he said he would like to give coaching a try.”

Step # 13 - When People Get Saved They Want to Save Others

One thing I've learned after running a consulting practice for the past seven years is that if you deliver good services and add value to your client's organization, people are willing to become marketing consultants for you. Executive coaching helps people learn how to build relationships based on trust, manage conflict effectively, and hold others accountable to deliver bottom-line results. Most of my clients for technical geniuses, but lacked the necessary people skills in order to succeed as managers or leaders. There was no course in their MBA graduate program called "Conflict 101." My clients were usually very grateful for being given real tools that could help them succeed and become better leaders within their company or organization.

Success Plan Step # 14 - Let Other People Make Your Sales Calls

After our six sessions were up, I asked Susie to keep her end of the bargain and she gladly complied. Susie

wrote me a glowing letter of recommendation and called three of her professional colleagues at other companies. One of the three people that she called was actually very interested and asked Susie to have me call him to set up an appointment. He told Susie to make sure that I used her name as a reference, since he got so many sales calls and wanted to make sure that my call got through.

Success Plan Step # 15 - Non-Profits Often Yield Great Profits

I had finally figured out the magic formula to build my business and attract new clients. Surprisingly, many of the best referral sources I obtained came from nonprofit and state agencies. That was because most of these people did not have a large training budget and could not afford executive coaching. They welcomed the opportunity to receive high-level consultation, and most were very grateful in return.

Step # 16 - Keep Going to Places Competitors Don't Go

I went back to this formula again and again. I attended events where other consultants would not attend. I went to engineering tradeshow, education seminars, and

construction trade shows. I've always enjoyed meeting new people and getting to learn about them. Most people that attend these events are decision makers or have high levels of influence within their organization. By building an initial relationship with them at the meeting it was much easier to place a follow-up phone call the next day and continue the conversation. Now to be honest, it did not work one hundred percent of the time, it was more like fifty percent of the time. But ask any salesman, and he or she will tell you that a 50% sales rate is terrific.

Success Plan Step # 17 - Value Comes in Many Varieties

I know that many sales trainers will tell you to never give away too many free samples or people won't value what you have to sell. There is a lot of wisdom in that statement. But I was also getting something in return, something that my clients didn't even know I was getting. I was building up confidence, and gaining knowledge and experience at how to become an effective executive coach and working with mid-level to senior level managers at medium and large size companies and organizations. Professional confidence is a valuable commodity to any consultant. Even more valuable was the solid track record

of proven success I was creating for myself and my consulting practice.

Success Plan Step # 18 - Rinse, Lather, and Remember to Repeat

My practice began to build and I now had two paying clients - Susie and Ralph at XYZ Widgets. I also had some warm leads and a marketing strategy that placed me where decision makers attended and other executive coaches did not. The main thing I learned was to look for conferences that were technical in nature and not for professional skills development. For example, I would never attend a "How to Solve Conflict at Work" seminar at the local Chamber of Commerce. Those were, forgive me, gentle reader, "prostitute conventions."

Instead, I would attend trade shows called "New Trends in Manufacturing with Laser Based Cutting Systems." I often had the place to myself in terms of marketing. I could not even understand half of what was being discussed, but during the coffee breaks I made it a point to mingle. I never deceived anyone. I would say, "I am an executive coach who works with engineers and scientists to help them develop better people skills to manage and lead people more effectively. I am here at this workshop today because I



think if I am going to work with engineers I need to learn more about their industry and the changing trends and challenges they are facing." You would not believe how much good will that comment generated with those attending and how many people happily handed me their business cards or asked me to call their boss and see if I could work with them or someone else in their company.

Success Plan Step # 19 - Stick to What Works for You

I still used the same approach when I followed up. I would say, "Lisa Jones, from your IT Department, asked me to call you. I am starting an executive coaching business and I would like to offer Lisa a full set of professional executive assessments and 6 coaching sessions for free." Again, it was nowhere near one hundred percent successful, probably more like about thirty-five percent successful. But many realized that since I was traveling to their work site, all they were risking was 1 hour of their engineer's time and it was something aimed at helping the engineer get along better with others and become a better leader. Now I had finally mastered the cost, benefit, risk formula.

By giving value for free I had eliminated the cost objection. By telling them I had a list of professional



references they could contact others about my ability and past performance in other organizations. I had eliminated the risk objection. Finally, by explaining that my goal was to help technical experts gain leadership skills I made the benefit clear. My life was getting much easier. I was continually gaining experience and confidence and I was finally starting to get some paying clients and grow my business into a profitable enterprise.

What I Have Learned about Success, So Far...

Today, it is 7 years later, and my consulting business is doing very well. I have just about all the clients I can handle. It's been more than I had ever hoped for and I get to work with bright intelligent people who are, for the most part, very grateful for my efforts and see the value in the executive coaching services I provide.

The Horizon Moves Further away as you Approach it

It's hard for ambitious people to feel contented. They always want to feel like they are growing. I am one of those ambitious people so I have decided to take my business to the next level and that means teaching others

the methods I Success Plans I created for myself that allowed me to succeed.

You Can be A Little Guy and Still Succeed

Just in case you were wondering, I did make it into those Fortune 500 companies and today one of my favorite clients' works as a managing partner at a company that had revenues of over 16 billion dollars in 2006. She is a joy to work with and it's nice to have her as a reference.

Don't Try to Start at the Top

I can honestly tell you that if you are just starting your consulting business, I think there is much more opportunity in midsize (100-500 people) companies. It's easier to get through to a decision maker with budget authority and these companies generally have much more need for outside consulting services.

Find a Success Plan That Suits Your Own Style

I was not able to fit the traditional marketing model, but I did not give up. I had faith in my ability to deliver good services that would provide value. I knew I just had

to find a way to demonstrate that value for others to see, so they felt it was worth paying for.

Trust Your Gut – You Know Yourself Better Than Anyone

Traditional marketing works for a lot of people, but not for everyone. It did not work for me and I wasted months trying to turn myself into something I was not. You know yourself better than anyone else and if your marketing approach does not feel comfortable to you – figure out another way to market. Life is too short to be trying to turn yourself into something you are not.

Act as if You Have Faith and You Will Soon Begin to Believe

No matter how discouraged or doubtful you feel about your prospects for success, there is plenty of room for you out there in the business world. If you ever doubt this just take a walk inside your local book store and look at all the new diet books and cook books. I mean how many different ways can you mix sugar, butter, and flour? But each month those shelves are filled with “new” recipe books and people buy them.

Keep the Focus on Building Relationships

People are desperate for trusted advisors. Instead of making a sales pitch, take time to build genuine relationships. It makes your whole life easier and you may make some great friends who never become clients, but still end up greatly enriching your life.

You Have to Succeed or Fail Alone

Stay away from consultants who say they can do all the marketing for you. I wish it was true, but it just isn't true. In consulting, you are the product and people have got to experience you before they feel like you might be a good fit for them.

Fill Your Life with Enriching Experiences

Working a success plan, even one that suits your personality, is hard work. Make sure that you are actively involved in non-work related activities that are life-enriching or else you will soon feel overcome with stress and worry. Get involved at your church, join a book club, that unrelated to work and that is just a joyful activity for or join Habitat for Humanity. You have to find something you. The energy you get from enriching activities

will give you the drive to deal with the inevitable rejections and disappointments that launching a new business will bring.

Business Success Does not Equal Personal Happiness

I hope my success method can work for you. It's worked for most of the people I have shared it with and I wish you all the business that you can handle. But, I want to remind you that success and happiness are not the same thing.

I know people who make plenty of money, but are miserable souls who have let success become the drug to which they have become addicted.

Success is, indeed, a wonderful thing and I am very proud of all my achievements. But the thing that still gives me the greatest feeling is getting to know people on a deeply personal level and building mutually beneficial relationships based on trust. I hope that you can find happiness and success, but remember they are often very different things. Whatever happiness is for you, try to find that first so it can serve as the fuel to help you make that journey to success.

I look forward to hearing about your own success story and how my success plan helped you reach your goals or how



you turned my plan on its ear and came up with your own new formula.

Best wishes for great success and much happiness. Please feel free to send me an email and let me know how things are going at thaizlip@skillsforsuccess.ws .

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