

My Philosophy to Business Coaching:

"No dream is impossible provided we first have the courage to believe in it." - J.Rohn



Tony Mazzotti

Who is Tony?

- ✓ **Motivated and dedicated Business Growth Specialist** - Experience of running several businesses and a very successful franchise for over 12 years. Behind him a long career with all the attributes of a successful coach, starting with innovative levels of customer service in the travel industry. Years in the world of financial sales and a ten year period teaching Modern Foreign Languages to both adults and secondary school students. Tony also ran a lettings agency before making a success of his first franchise business.
- ✓ **Passionate and devoted** - Tony does not believe doing things by half and will give his full dedication to all tasks he undertakes. He will motivate his clients to change for the better and develop themselves as well as their businesses.
- ✓ **Dedicated to caring for his clients and their growth** - As a fellow business owner I appreciate the challenges of being successful and the pressures which you have to deal with on a daily basis. There is a need for clarity, in order to steer your life and business towards the goal of achieving a commercial enterprise, which works without you.

Personal perspective

Whilst appreciating how hard this can be, I always reflect on Jim Rohn's famous quote *"Don't wish it were easier; wish you were better."* Being better at who you are and what you do is at the core of my coaching methods for helping my clients achieving the success they deserve. None of us can be objective about ourselves and our own business, which is why a Business Growth Specialist is now a necessity in today's ever-competitive market, to help you grow your business and coach you in leadership and management skills to be the best version of yourself. If you can be better, your team will be better. If your team is better, your customers will be better. If your customers are better, your business will be better and help you reap the rewards you desire.

As an Action Coach, I am passionate about working with business owners and your teams to gain the quality of life you deserve, through helping you along your journey of personal and business transformation.

Tony's mission as a Business Growth Specialist...

I will act as a companion to the development and progress and ultimate success of your business. It will not be an easy process but you will always feel my presence and guiding words of encouragement and clarity to help you deliver results for your business. Combining this with your expertise of your business & industry and the systems developed by ActionCOACH to help 1,000s of other businesses make a compelling formula for success. I'm there to teach you, be a sounding board, support you and hold you accountable to be your best in performing your role as the leader in your business. All it takes for your part is a hunger to grow, a desire to learn and a commitment to action.

The first step...

... to acquiring a challenging friend who will steer you to the goal you set is to make contact and reach out for the change, you know you need and desire.

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ActionCOACH
business coaching

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Coaching with Tony...



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Who is ActionCOACH?

- ✓ We are the world's number 1 business coaching firm
- ✓ Established in 1993
- ✓ We have over 1,000 offices in 50+ countries
- ✓ We coach over 10,000 business owners every single week

How does it work?

Whether you want to build your business, create a more dynamic team, or systemise your business so that you can be confident it can run effectively without you necessarily needing to be there, coaching will help you achieve your goals.

Having a business growth specialist means you:

- ✓ Have someone experienced to brainstorm with as a fellow business owner; somebody who understands the psychological challenges you face as a business owner.
- ✓ Work with someone who isn't blinded by the industry norms and can give a true outside perspective.
- ✓ Remain accountable to a pro-active mentor who will make sure you work 'on' the business not just 'in' it.
- ✓ Have access to practical knowledge that your coach has, in relation to the development of strategies to improve all areas of your business.
- ✓ Have the benefit of using the ActionCOACH systems that have been developed over 22 years through dealing with businesses all around the world. In addition your coach also has access to the knowledge and experience of every other coach in the 1,000 offices worldwide to call upon.
- ✓ Have someone who will keep you motivated to achieve whatever it is you want to achieve with your business.

What do you get from it?

By utilising ActionCOACH's proprietary sales, marketing and business management systems, I will not only show you how to increase your business revenues and profits, often quite dramatically, but also how to develop your business so that you, as the owner can ultimately work less and achieve more.

Your business growth specialist will help you:

- ✓ Increase your turnover, margin and profits
- ✓ Turn marketing into an investment rather than an expense
- ✓ Recruit, motivate and retain a winning team of employees
- ✓ Put systems in place that provide consistent results
- ✓ Find more time for family, friends and other interests
- ✓ Ultimately have a business that can run without you

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