

A+ Mailing Solutions

–Julie Wilson
Middletown, PA

I own a direct mail and marketing company that opened in 2001, and from the onset my business was growing – but in a somewhat disorganized fashion. I was basically flying by the seat of my pants – hiring people for the wrong reasons, letting employees get away with less than stellar performance, and marketing with no real focus except to get my name out there. In hindsight it is easy to see that rather than focusing on the areas I should have been as the business owner, I was spending much of my time and energy working inside the business on a day-to-day and hands-on basis.

Needless to say, time management was becoming a problem.

Then I met Marcia Rynearson at a networking function for one of the associations we both belong to. She introduced herself and announced a one-day **ActionCOACH** seminar, and I decided to attend. By the end of the seminar I had begun to realize that perhaps I did not know as much as I thought I did – or at least I wasn't practicing what I knew. I understood then that I needed someone to get me focused on the right stuff – someone that I could be accountable to in the same way that my own employees are accountable to me. I am happy to say that Marcia has now been my **ActionCOACH** since 2005.

Learning about business coaching

At first I was under the impression that coaching was for people who knew very little about business or owned brand new companies that needed help getting started. I even accepted an offer from one coach for a preliminary evaluation, but his approach seemed “canned” and I was not convinced that he even understood my business or what my goals and issues were.

I am a down-to-earth person and I prefer relaxed, personal relationships and a comfortable rapport with people. At the same time, I appreciate frankness

and accountability when dealing with a professional. Marcia made me feel like she was truly interested in me and understood my needs. She really “got it” about me and my company, and we clicked on both a personal and a professional level.

One thing I've learned from this experience is that business coaching is unique and different from business consulting. A consultant comes into your business, performs an evaluation, and makes suggestions for changes and improvements you

should make. But business coaching is like having another high-level executive join your staff. Not only do they help you evaluate and re-evaluate your business on an ongoing basis, but they also assist with implementing changes and they even help to train your staff. They essentially become a business partner while keeping you on-task and focused.

Measurable results

To succeed with business coaching you have to be open to hearing new ideas and you have to be committed to making the changes your coach suggests. But it is well worth it. During the first year of **ActionCOACH** work my sales increased from \$375K to \$675K. My staff has more than tripled – from about seven to 24 employees – and we are a totally new and different company than we were just two years ago. In fact, our goal this year is to hit \$1 million in sales – with increased profits. Plus I've enjoyed a couple of great



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vacations without having to worry the least bit about things back at the office.

I especially like **ActionCOACH** because it is an entire network of coaches who work within a wide variety of businesses and offer a full range of experience and professional expertise. So when you work with your **ActionCOACH** you also have the resources of an entire network of diverse coaches available to help you.

It is the best decision I ever made with my business, and I have much more time to spend with my family. I used to get interrupted by constant phone calls from the office whenever I was at home, but now I can go away for a whole vacation and not get one single call. Meanwhile the business continues to run beautifully without a hitch. Having the opportunity to work with Marcia has truly been a blessing for me, my family, and my business.