

# Will|Written

Gary Robertson and Michael Stewart

Date 29/09/2017

BY EMAIL

Dear Gary & Michael,

**Re: TESTIMONIAL FOR BUSINESS BOOSTER DAY**

Thank you for including me in the session on 7<sup>th</sup> September. I gained a lot from the day: -

1. I overcame my fear of picking up the phone and following up with my clients. I now do this religiously for half an hour every day.
2. I rearranged my daily timetable of jobs to complete, allocating more time to the most profitable tasks, and breaking down the more challenging ones to thirty-minute sessions daily.
3. I defined very precisely what's truly unique about my offering and I've re-focused my marketing activities accordingly. My unique benefit is that I provide a service that's ancillary to the work of accountants and financial advisors. I have designed a separate sales process, breaking down the steps towards growing my audience of these professionals and creating loyal referral partnerships with them.
4. I picked up the tip about Miracle Mornings by Hal Elrod, then after the session I watched his videos on YouTube and I've been completing SAVERS hours every morning since. My confidence and productivity have significantly improved.

It's only been three weeks since the session, but I've already seen a marked increase both in new business and in completion of business in progress. The positive impact on my bottom line is very noticeable. Lots to do still, but my Autumn is off to a flying start and I am more excited and optimistic about the future than ever.

Kind regards

Gina Stanton  
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