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**Business financial management**

Paul Simister, Your Profit Coach

**Guerrilla Marketing Coaching**

I began my business within the last 12 months as a finance professional providing management accounting and financial management services to businesses on a regular but flexible basis. I had a clear vision of my end goals and the time scale to reach these goals. Exactly how was I going market myself to my future clients? It was a whole new world.

I am naturally a cautious person and when reviewing my options I found myself faced with a sea of marketing experts promising great results. I was out of my comfort zone and needed someone who would understand what I was trying to achieve and guide me through my marketing issues. I am an individual providing a service and not a business selling a tangible product, which the majority of marketing literature appeared to support.

The six-week Guerrilla Marketing Course initially appeared to be a distant learning program, which can be difficult to keep on track when you have conflicting demands on your time. I quickly learned that Paul was going to be very proactive during the course and this was not going to happen.

The course material was excellent with a variety of written, audio and visual elements, which helped to keep the subject relevant. The material was supplied weekly along with a personal coaching call with Paul, which proved to be the key element.

Paul took the time to understand my business and what was important to me. This made a big difference to the course as Paul made sure that my marketing strategy supported my business and personal objectives.

Paul can be a hard taskmaster but he kept me on track providing additional support for the tasks I was less comfortable with.

I now have a clear marketing strategy and more importantly I have the knowledge to change the strategy as my business or market conditions changes. I have a list of actions as long as my arm and I add to this as quickly as I remove them but each one is planned and deliberate to support my marketing strategy.

If you are in a similar situation to me and you know what your business can achieve but the correct marketing route is perhaps not that obvious then I strongly recommend the Guerrilla Marketing Program with Paul who I can guarantee will give you 110% support through this rewarding course. You won't regret it.

Yours Sincerely

Sharon Hendleman  
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