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**Makeup Artist Learns to Make Over the Business Psyche
OneCoach Announces new Business Coach to in Traverse City Entrepreneurs**

Traverse City, Mich. welcomes Debby Werthmann as a new OneCoach business coach, offering small-businesses owners customized coaching and consulting services.

/24-7PressRelease/ - TRAVERSE CITY, MI, March 21, 2008 - Debby Werthmann knows the positive impact that a professional makeover can have on a person from her days as a make-up artist and life coach. Now she's found a way to give small-business makeovers that will have a positive economic impact on the entire community. Werthmann has joined OneCoach of Traverse City, to provide business coaching to local entrepreneurs who want to achieve financial freedom to live the quality of life they desire.

Prior to joining OneCoach, Werthmann worked as a make-up artist and manager for Clinique Cosmetics. She found joy in giving clients makeovers because of the impact that simple makeup application could have on a woman's self-esteem.

"I wondered how to provide that same type of makeover from the inside out, instead of something that could be washed off at the end of the day," said Werthmann.

After a realigning her thoughts, beliefs and attitudes, Werthmann became certified as a life coach, trained by America's premiere life coach, Martha Beck.

"Debby Werthmann is a delightful person, a talented life coach, and a tremendous ally to have in your corner," said Beck. "If you want to laugh, heal and find your way safely through such challenges, Debbie will be a staunch and intelligent guide who'll never let you down."

Werthmann has spent years as a life coach and has helped countless clients create the life they were meant to live. She became interested in business coaching when she heard about OneCoach, a San Diego-based franchise that specializes in customized business coaching and growth services.

"I have always been fascinated by human potential and self-actualization," said Werthmann. "When I saw that the OneCoach methodology and strategies were completely aligned with my own thinking, training and self-study, I knew this was a great opportunity."

OneCoach, founded by John Assaraf and Murray Smith, provides entrepreneurs with customizable business coaching, best practices and networking to facilitate business growth. Essential strategies such as neural reconditioning, and daily affirmations are coupled with training in how to attract more clients and build a better business to provide an integrated approach to achieving personal and professional success.

"There is no better feeling than providing useful tools and strategies that allows your client to live a fulfilling life," said Werthmann, a Traverse City resident for more than 20 years. She is also the owner and operator of Werthmann Life Coaching. She incorporates her years of experience as a life coach with the unique skills and strategies of OneCoach to provide local entrepreneurs and small-businesses the opportunity to achieve financial freedom and live extraordinary lives.

For more information about OneCoach and Debby Werthmann, please visit <http://traverse-city.onecoach.com/?s=pr>.

About OneCoach

OneCoach helps entrepreneurs and professionals grow their small-business revenues so they can achieve financial freedom and live extraordinary lives. The suite of OneCoach resources includes interactive coaching and networking, presented in a customized system that enables any business to grow faster. Founded by John Assaraf and Murray Smith, OneCoach is based in San Diego and has franchise operations serving a growing number of members worldwide. For more information, visit www.OneCoach.com.