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New "101-Day Business-Growth Challenge" from OneCoach Helps Small Businesses Attract More Clients, Despite Recession

OneCoach, the leader in small-business growth services, has announced the launch of the "101-Day Business-Growth Challenge" to help entrepreneurs face the economic downturn head on, and grow their businesses while others shrink.

/24-7PressRelease/ - SAN DIEGO, CA, March 27, 2008 - OneCoach today announced an innovative new business-growth product to help small-business owners attract more clients and overcome the looming economic downturn. The "101-Day Business-Growth Challenge" launches on April 2, 2008, and uses the latest online performance-management platform to present comprehensive online instruction in how to attract more clients. Participants also have access to live calls and Webinars, with an option for consulting services, giving them a full suite of tools and strategies to generate more leads and ultimately increase revenue.

While gas prices are up, the dollar is down, and people are spending less money, the "101-Day Business-Growth Challenge" empowers entrepreneurs to attract clients and build market share while their competitors are pulling back. Participants will learn how to fill their sales pipeline with their ideal clients - those who buy more products, thus increasing sales and revenues; stay clients for a long time, adding to long-term growth; and reduce marketing costs by referring more clients.

"You may be wondering, why 101 days?" asked OneCoach Founder and CEO John Assaraf. "We designed this as a three-month program because that's how long it takes to really learn and put into action the concepts that will allow you to attract more clients and change your business forever. That's the upside to this downturn - the opportunity to step back and work on your business instead of in it, and really set your business up for success now, and into the future."

"Our business-growth-system has worked with more than 3,500 small-business owners in more than 30 countries," said OneCoach co-founder Murray Smith. "We've built 17 of our own businesses and can help any business owner, with any type of business, in any market, under any conditions, at any time build their business...guaranteed."

Features and Benefits:

Participants in the "101-Day Business-Growth Challenge" engage in a comprehensive three-part online experience covering every aspect of new-client acquisition.

- Part one teaches entrepreneurs how to identify their ideal client by understanding their decision-making process and lifetime value.
- Part two covers lead generation, outlining ways to create a revenue plan, sales process and marketing schedule.
- Part three teaches the process of lead conversion through communication, marketing and sales strategies.

Throughout the program, participants receive reinforcement of these lessons in nine 90-minute interactive Webinars. This gives participants the opportunity to walk through the content to ensure the materials are understood and applied. Participants will also have access to weekly "Ask the Expert" phone calls with the OneCoach senior executive team, to get practical, action-oriented answers to all their questions.

Pricing and Availability:

The "101-Day Business-Growth Challenge" is available for purchase at www.OneCoach.com/go or at 1.800.663.2622 for \$950.

About OneCoach

OneCoach is the world's leading franchisor for small-business growth services. Our franchisees provide entrepreneurs with customized solutions they need to grow their small businesses, including best practices, coaching, and networking. Business Mastery is the business-growth system that combines the latest scientific research with proven strategies to give every small-business owner the best chance for achieving success. 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.

For more information about "101-Day Business-Growth Challenge" please visit www.OneCoach.com/go or contact OneCoach at 1.800.663.2622.