

## **SUBJECT: Overloaded With Info? Here's a Better Way**

Have you heard of the 10,000 hour rule?

It's become popular over recent years and mentioned in books including *The Talent Code* by Daniel Coyle, *Outliers* by Malcolm Gladwell & *Mastery* by Robert Greene.

It basically says that to master any skill (cricket, tennis, sewing, painting, ballet, football AND marketing) you need around 10,000 hours.

It's also the reason people complain about "information overload."

You're trying to learn the skill of getting customers, but you're lacking in time.

With everything else you're doing in the day-to-day running of your business, you might have 5 hours a week to focus on marketing.

That's not much.

At that rate, it will take you 2,000 weeks to gain any form of mastery.

2,000 weeks is about 40 years.

Do you have that long?

If not, you need to shortcut the process.

And you can shortcut the process with a coach.

Think about it: right now, the odds are you're not stuck for information.

There's free information everywhere online now these days.

But is that information making you any money?

Don't you think it would be faster to be coached by someone who's already invested the 10,000 hours... who can take you by the hand and show you how it's done?

Wouldn't it be useful to talk to someone who's helped hundreds of business owners grow their business... seen the results... and can help you apply the latest strategies that are working to your ads... sales letters... web pages... google campaign... follow up campaigns... sales scripts, etc.

Now – that's something that would make a difference, isn't it?

But that sort of thing doesn't come in a box?

It doesn't come on mp3's.

It doesn't come on eBooks.

It doesn't come in a 2 day seminar.

Coaching isn't like that.

Coaching is deeper. It addresses your specific concerns, helping you get your Business up and running in a way that feels comfortable to you.

Heck, even Google's CEO, Eric Schmidt said the best advice he ever got was to get a coach (Google it).

Here's what else he says:

"Every famous athlete, every famous performer has a coach. Someone who can watch what they're doing and say is that what you really meant, did you really do that, they can give them perspective. The one thing people are never good at is seeing themselves as others see them. A coach really, really helps."

Bottom line is, if your business isn't where you want it to be, a coach can help you overcome the hurdles standing in your way.

It's someone you can check in with each week.

Identify what's working and what's not so you can fix it.

Show you a proven model so you can adapt and model it to your business.

So let me ask you this –

How would it feel to work with someone who's been there, done that... and can take you by the hand and work with you personally to get your business to the next level?

Tomorrow my brand new coaching program will be ready to roll – do you want me to let you know about it first? Just hit reply to let me know.

All for now,

Scott Bywater

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