

Coaching Application Request

Consulting & Coaching Application Form

“ONE Idea, Properly Implemented and Executed, Is All You Need to Take Your Business to the Next Level”

Here's how the process works:

- Preparation: Fill out this application form and fax it to Tom. You may also overnight any and all marketing materials and documents that you feel will be helpful in defining the discussion. Tom will spend some time in initial questioning to determine if there is a good fit.
- Qualification: Tom Adams has a demanding schedule and new clients are accepted on a limited basis. If Tom feels there is a fit between what you need and what he can provide... and there is a strong chance of success, the process will be confirmed and the agreement will move forward. If your business needs is outside of his expertise or there is a sense that the fit is not appropriate, then Tom will decline the application and recommend other resources to you.
- Acceptance: Upon acceptance, a simple agreement between both parties will be signed. Tom will also provide a signed Non Disclosure Agreement as you will be revealing insider details about your company. The onsite consulting date will be agreed to. The agreement will set in motion a number of details including travel arrangements, pre-consulting questionnaires and more as required.
- Focus: This will be a full-tilt consulting process with nothing held back. The onsite day is a full and intense day of work. It is not always advantageous to meet at your business premises as there are often too many distractions.

The Small Print

1. Flourish Press Inc. and Tom Adams agree to a comprehensive non-disclosure agreement.
2. Flourish Press / Tom Adams agree to function as the ultimate fiduciary, as a respected and trusted advisor with the responsibility and obligation to counsel as to what is in clients best interests in order to provide the best short-term and long-term outcomes.
3. Client agrees to work with Flourish Press under the following arrangement: No bullshit. Good fun. Meaningful work. Joint accountability. Open and honest feedback. Immediate payment as required.
4. Client agrees that this proposal does not include Tom creating your business plan, collateral development, copywriting or related marketing services.
5. Client agrees to the fees of \$4000 for onsite consulting day, plus reimbursement for all travel and accommodation related fees including airport transfer reimbursement of \$230. Client agrees to a minimum of 3 months of follow-up coaching at either 2 or 4 times per month.

The Big Guarantee

If the advisory services that Tom provides don't generate at least a 10x return on your investment in the process, Tom will work with you till you do get it. Period. With a lifetime guarantee. This is too small an industry for Tom to not to make good on his commitment to you.

Please fax this page to 866.529.4749

Coaching Application Request

Name	Title	Email
Company	Website	
Phone	Fax	
Address		
City	State/Province/Country	Zip/Postal Code

Please answer all the following questions. All information will be held in strictest confidence.
Briefly describe your company and markets served.

What services do you sell & current yearly sales volume for each?

What are your current marketing and lead generation challenges? Why do you need help?

What goal or result, if attained, would confirm this problem has been remedied? What would constitute success for you? Please define.

What is important for Tom to know about working with you, your company? Are you willing to do the work necessary to change your business process? Please explain.

How soon do you want to begin this process?

Is there a package with all your marketing material and any related documentation to accompany this consulting request? If so, please confirm tracking number and Courier Company. (Packages should be overnighted to Tom. The address is Flourish Press, Suite 308, 555 King Street East, Kitchener, Ontario Canada N2G 2L9 – Phone Number 519.571.1191)