



## COACHING/MENTORING APPLICATION & AGREEMENT

### ***Have you ever come to one or more of these points in your business?***

- You know that your business could and should operate differently from the way it is now
- There is an opportunity you think you might want to take advantage of
- There is a problem you cannot solve by yourself
- You have found yourself being exposed to great ideas but unable to find time to begin to work on them
- You need someone to help keep you accountable to the goals you set for yourself
- You find yourself working too many hours
- You need a second opinion
- You cannot take time from the business for a vacation or just to relax
- You do not think the business is paying you what it should
- You just need someone to talk to who has "been there and done that"
- You are ready to take your business to the next level

Of course, hiring a consultant to come to your business and spend a day with you could be a costly proposition. Within the course of that one day, could you ask all the in-depth questions you need to?

Most likely, you would need the opportunity to ask follow-up questions as well as ask the consultant to review what you had accomplished since that one day when you worked together. Surely, there could be a better way to address your wants and needs.

We have created a format for you to obtain the coaching you need. We offer to you the opportunity to have telephone, email and face-to-face coaching and mentoring with Tom Shay. Tom will be available to you by telephone and email as well as at trade shows and conferences where he is part of or attending the event.

**Fee:** The cost of this coaching/mentoring program is \$3,000 for a period of six months.

**Support:** I, Tom Shay, will provide coaching and mentoring with support by email, phone and face to face on a reasonable-need basis. I will provide you with unlimited coaching via phone and email. It is your responsibility to stay in touch with me. Call or email me regularly, but understand that the speed of response depends on many factors. Also, please complete all assigned tasks before contacting me.

**Details:** When you are given an assignment to do, please do it before you get back in touch with me. I am more than willing to speak or email you as often as you like, but I insist that you finish the things that I give you to do before we move on.

You are responsible for taking action. I am responsible for guiding you and your decisions. I want you to succeed, but I cannot do it for you. That being the case, the onus is on you to call and contact me when you need help. You can do that as often as you like; but remember—I cannot do it for you.

When you contact me, remember that I do have my own business to run and other clients. Please be patient. As a Profits Plus Coaching Client ("PPCC"), you will get first priority; but there will sometimes be a short delay in my getting back to you.

You can always access my calendar through the Profits Plus website:  
[http://www.profitsplus.org/wheres\\_tom.htm](http://www.profitsplus.org/wheres_tom.htm)

Before you spend more than \$100 on any products or services pertaining to the area we are working on, please run it by me. I don't want you to spend money unnecessarily.

When you email or call me, please identify yourself as a PPCC. Put that in the email in the subject line. This will help me give you FIRST priority. Share with me the phone numbers you will be calling from so that I may put them into my priority caller ID.

**Confidentiality:** I will treat as proprietary, privileged and confidential all business and personal information shared by you.

**Application:** If we are to achieve the goals that we establish together, we need to first find out if we are able to work together as a team. To see if our goals are compatible, please answer all of the questions at the end of this agreement.

**Acknowledgements:** You acknowledge that you have read this agreement, understand it, agree to it and have been given a copy.

Please sign and return this agreement along with a check for \$3,000 as soon as possible to get started.

**PROFITS PLUS**

By \_\_\_\_\_  
Tom Shay

\_\_\_\_\_  
Date

**PROFITS PLUS COACHING CLIENT**

By \_\_\_\_\_

\_\_\_\_\_  
Date

How much do you expect your pay and net profit to be as a percentage of the gross sales of your business?

How many hours do you put in the business each week?

How many hours do you think you should be working each week?

How often do you take time away from the business, and what do you do when you are away from the business?

With your time away from the business, tell me how much time you spend, on a monthly basis, in your church, synagogue or community organizations.

Do you have a hobby? What is it, and how much time do you dedicate to it each month?

Tell me how you spend personal time with each of the members of your immediate family.

What goals do you have for the business? What are the timelines for each?

Where do you see yourself one year from now?

Where do you see yourself three years from now?

Why are you applying for a position in the PPCC program?

To judge our first six months working together as a worthwhile investment, what do you expect to see happen?

What aspect of the business are you the most proud of? Why?

What aspect of the business do you consider to be your biggest challenge? Why?

With regard to your participation in the PPCC program, what is most important to address for you in two areas:

1. Personal life

2. Business life