

My TrueNORTH

The UK's Leading Ethical Coaching Company

Helping Business Owners to achieve their Success Summit™

CASE STUDY: Online Learning Business

I met Adam when invited by a fellow business coach to present my keynote “Get BIG or go home” at one of his marketing mastermind groups.

Adam approached me after the event and remarked “You B*stard!” before explaining that he and his brother already owned a trading business. And yet, through my presentation, he had established that business was never going to generate the personal income he wanted to achieve in the timeframe he wanted to achieve it within unless he fundamentally changed his business model!

I remarked that it was better to learn this now, whilst he was young enough to do something about it. And he agreed to review his business plan against his personal aspirations and to “keep me informed”.

It was 4 months later before I heard from Adam, only to learn of the back of my presentation he had reviewed the business plan, the timescale and the desired outcomes and chose to sell the business as a going concern and to ‘start again’.

Over a period of 3years 7months Adam worked night and day and implementing all he learnt through a combination of the mastermind group and 1:1 mentorship. He worked tirelessly and without compromise to ensure EVERY aspect of the new business was within the foundations and SCALE aspects of the ADDAZERO Challenge, and had a lazer like focus on the goals to which the team he put in place had agreed was their measure of success. There was no end to the amount of learning Adam and his team did in the pursuit of the one audacious goal they had agreed on for the business.

The depth and level of change Adam went through in order to achieve his goals was exceptional, as he reviewed EVERY SINGLE ASPECT of both his personal and professional life to ensure ALL was aligned with the ambitious and time driven goals for success. Including (but not limited to) Giving up alcohol, sugar, meat, and introducing a daily exercise regime to the many other daily tasks he placed upon himself in order to be and remain at his peak throughout the scale journey.

In early 2018, Adam accepted an offer to purchase the business from an American online training provider, and on his 35th Birthday completed the sale for \$8.4M just 3years and 7months after he first set up the business. Adam has bought a beautiful purpose built house in the North West for him and his young family and took 6 months out to celebrate his success, prior to announcing he would be launching his next new business with the aim to build it to a \$1Bn valuation prior to his 60th Birthday!