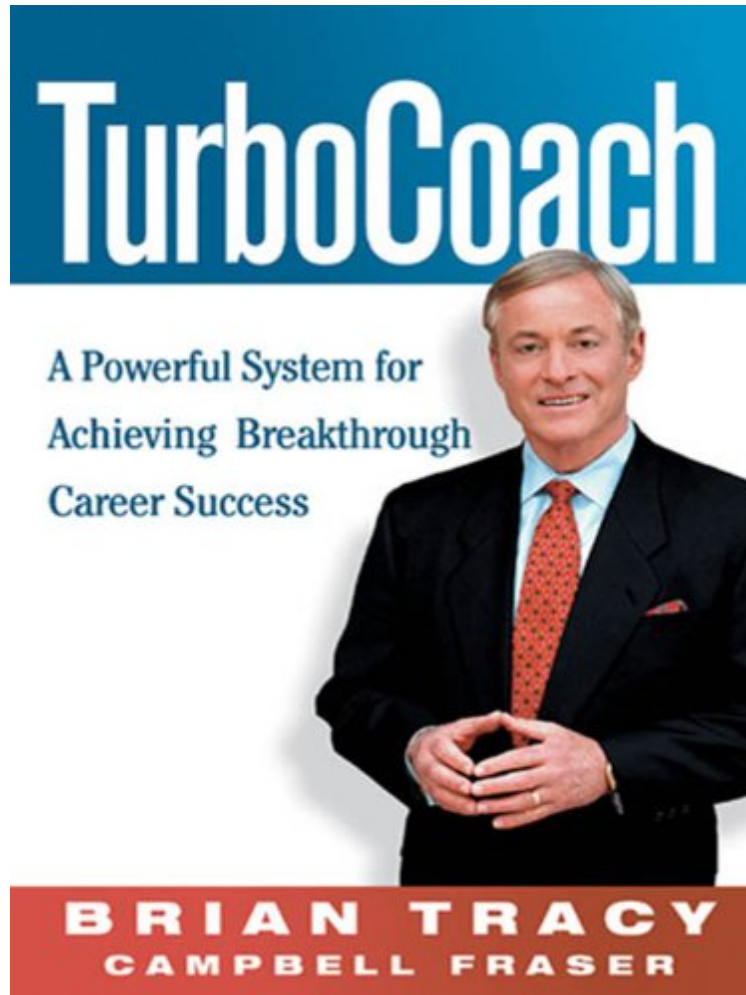


TurboCoach: A Powerful System for Achieving Breakthrough Career Success

Brian Tracy, Campbell Fraser
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As one of the world's most sought-after personal coaches, Brian Tracy has helped transform the lives and careers of countless individuals, unlocking the secrets to greater wealth, professional success, and immeasurable happiness. Now, you can experience firsthand the incredible power of Brian's coaching in your own career and life. TurboCoach gives you an array of tools and exercises to help you develop and implement your own personal strategic plan that will quickly take you as far as you want to go. Each chapter begins with questions to ask yourself, and ends with an application exercise that helps you put your answers to work. You'll learn more than you thought possible about: Yourself. Pinpoint your values, vision, mission, purpose, and goals, and identify the knowledge, skills, habits, and activities you must undertake to excel. Your field. Study your competition, know your customers, use your strengths, and remove critical constraints to success. Your productivity. Leverage the power of delegation, and learn the Eleven Keys to Increasing Your Productivity. Your business. Do more than just meet or exceed expectations -- delight and amaze your customers. Create a powerful marketing plan and a personal brand, increase revenues seven different ways, and maximize your profits. TurboCoach shows you how to put all of these approaches to work for you, no matter what sort of business yours is. Best of all, Brian reveals how to maximize the return on your new-found productivity by freeing up more time to spend on what really matters -- the people and activities you love. TurboCoach is filled with examples of Brian's techniques in action, such as the woman who, simply by concentrating on her highest-value activities, was able to: (1) save herself \$55 dollars per day in expenses; (2) create two more productive hours per day; and (3) double her income in 10 months! Powerful, proven, and universal, the personal strategic plan in TurboCoach will help you excel in your work, reap incredible financial rewards, and find satisfaction and joy in your career and your life!

"If streamlining your work, getting more done in less time, and increasing your income are desirable goals, TurboCoach may be just the breakthrough path to lead you to them." -Frequent Flyer
"If streamlining your work... and increasing your income are goals, TurboCoach may be the path to lead you to them." -Frequent Flyer
"Mr. Tracy takes readers by the hand and gives them insight and clarity about how to confidently stride down their chosen career paths and increase their productivity while growing their businesses." -Daily Morning News
"... gives them insight and clarity about how to confidently stride down their chosen career paths and increase their productivity while growing their businesses." --Dallas Morning News
"The high octane ideas in Brian Tracy's TurboCoach will kick your career into overdrive!" -- Ken Blanchard, coauthor of The One-Minute Manager and Full Steam Ahead!
"This book is not about coaching--it is coaching at its finest. Brian takes you through a pragmatic business-oriented process to achieving your personal competitive advantage." -- Dr. Paul Hersey, Chairman, Center for Leadership Studies, Home of Situational Leadership
"One of the best books ever written on how to increase personal productivity and effectiveness. A must-read for every entrepreneur and executive who is serious about leading the pack." -- John C. Maxwell, author of The 21 Irrefutable Laws of Leadership and founder of The INJOY Group
"No one holds a candle to Brian Tracy when it comes to thoroughness and research. And no one knows better how to make complex ideas seem simple as pie. Put those two ideas together with Tracy's magic writing voice and you get TurboCoach. Congratulations on another terrific book." -- Marjorie Hansen Shaevitz, author and executive coach
About the Author Brian TRACY is one of the world's most successful speakers and consultants on personal and professional development. He is also the best-selling author of Time Power, Victory!, TurboStrategy, and The 100 Absolutely Unbreakable Laws of Business Success. His firm, Brian Tracy International (www.briantracy.com), is based in San Diego, California, with affiliates across the U.S. and in 31 countries. Campbell Fraser is one of the world's foremost authorities on personal and entrepreneurial coaching, and the coauthor of several of Brian Tracy's coaching and mentoring programs. He addresses audiences throughout the U.S. and worldwide on how executives can more effectively meet the challenges posed by the rapidly changing business environment.