



The Growth Coach to Empower Home Helpers Franchisees to Greater Success

June 24, 2008 - CINCINNATI –The Growth Coach recently announced a nationwide partnership with Home Helpers, the #1 Senior Care franchise in North America, to help guide their franchisees to even greater success and satisfaction as business owners. Home Helpers franchise owners are now armed with The Growth Coach’s proven, ongoing coaching support and accountability solutions via The Coaching Club, a private, on-demand coaching system developed by The Growth Coach for large and rapidly-expanding franchise systems.

Home Helpers franchisees are given the structure, discipline and processes to improve three essential components to running a successful business: themselves as owners, their business and the quality of their personal life. In short, franchisees are educated to think and act like strategic business owners.

This nationally sponsored coaching program is a supplemental support system for participating franchisees and focuses on their growth and development as business owners – mindsets, knowledge, skills and habits. For national accounts like Home Helpers, The Growth Coach services are endorsed by the franchisor and are offered to the franchisees at discounted rates thanks to the negotiating and buying power of their franchise system.

"Like all great athletes, every successful business owner, including all franchisees, can benefit significantly from ongoing professional coaching. Upon extensive due diligence, we determined that The Growth Coach provides a proven and guaranteed coaching process along with structured discipline and accountability to help our franchisees grow their businesses and grow as business owners," said Emma Dickison, president of Home Helpers. "For a business to grow, the franchise owner must also grow and adopt more effective mindsets, strategies and habits. Their coaching process does just that and allows my franchisees to periodically slow down and truly think about and plan out their businesses and lives."

According to Dan Murphy, president and founder of The Growth Coach, business coaching throughout a franchise system is an effective and supplemental approach for empowering franchisees to clearly define a goal, develop a focused action plan to get there and receive objective and ongoing review in order to adjust and stay on course. Furthermore, franchisees learn how to take control of their businesses and personal lives and as a result, stay committed to and satisfied with their franchise system as they aim to work less and earn more money. The Growth Coach is one of the fastest growing business coaching franchises in North America with a presence in more than 140 markets. They are committed to helping even the most successful Home Helpers franchisees develop and implement a strategic game plan for their franchise so they achieve greater success and balance in their lives.

"Progressive franchise systems like Home Helpers are taking advantage of our objective and independent business coaching expertise, process and tools. They are leveraging our

experience and capabilities to develop more effective business owners and to serve as a supplement to their support systems," Murphy said. "Bottom line, we help franchisees to think and act like strategic business owners, not technicians. They end up making more money and having greater fulfillment and staying power as owners. Franchisors benefit from greater royalty streams and franchisees that are more successful and satisfied. "

Participating franchisors typically recognize greater franchisee satisfaction, system-wide revenue growth, stronger multi-unit operations and less franchisee burnout as benefits of The Growth Coach's services. With the addition of business coaching to the franchise support system, Home Helpers is taking the next progressive step to set up their franchisees for even greater success and satisfaction as owners. Home Helpers is operating in over 500 markets across North America.

About The Growth Coach

Founded in 2002, The Growth Coach is the only pure business coaching franchise system with the sole purpose of helping drive success and balance the lives of business owners. Its goal is to help clients gain greater focus so they can work less, earn more and enjoy more fulfilling lives. In addition to serving entire franchise systems with group coaching workshops and tele-coaching, clients include small business owners, individual franchisees, self-employed professionals, high-end sales, financial services professionals and managers from businesses of all sizes. The Growth Coach has locations in more than 140 markets across North America. For more franchise opportunity information, visit www.TheGrowthCoach.com.