



Making *Life Easier*[™]
www.HomeHelpers.CC

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www.DirectLink911.com

January 15, 2009

Daniel Murphy
President
The Growth Coach

Dear Dan,

As President of the Home Helpers[®] Franchise System, with franchisees in more than 500 markets, I am so thankful for our ongoing association with The Growth Coach[®]. As you know, we began our association with The Growth Coach[®] more than three years ago. Our initial goal was to offer a cost-effective national coaching program to all our franchisees through quarterly workshops. Our franchisees truly appreciated this year-round program to support them in their ongoing growth and development as business owners. The program serves as a great complement to our ongoing training and support.

Our initial group has completed its initial eight sessions and the coaching process works! The quarterly workshops enabled our franchisees who participated to fully and honestly examine both their personal and professional goals, and then create action plans to achieve their goals. The Home Helpers[®] participants finished each session energized and better prepared to be more effective and successful. I am happy to tell you that in analyzing the business revenue performance of those who committed to attending The Growth Coach[®] quarterly workshops, their performance was 12% better than those who did not utilize this valuable coaching program.

We wanted the coaching process to help our owners achieve greater levels of success and balance in their lives, and it worked. We felt so strongly about the value of The Growth Coach[®] that we partnered with you again to roll out the Coaching Club program to our new franchisees who might not have the ability to travel to a full-day session every few months, but could benefit from having a Growth Coach[®] spend time with them by phone and e-mail twice a month to keep them focused on their goals and objectives. Additionally, we provide a copy of your book to each of our new owners when they attend their initial training.

The coaching process and network of business coaches that is available through The Growth Coach[®] is a great asset to our owners and Home Office. The coaching and accountability process keeps our owners focused on becoming strategic and effective business owners.

Sincerely,

A handwritten signature in black ink that reads "Emma R. Dickison".

Emma R. Dickison
President