



Daniel M. Murphy  
President & Founder  
The Growth Coach  
10700 Montgomery Rd, Suite 300  
Cincinnati, Ohio 45242

Dear Dan,

I am thankful I discovered your book, *Becoming a Strategic Business Owner*, in February 2007 while attending the International Franchise Association Convention. After reading the book, I knew in my gut that your unique business coaching and accountability process was the **final piece of the puzzle to achieve total franchise owner development and support we were searching for at The Little Gym International (TLGI).**

As you well know, TLGI already had one of the most robust and progressive training and support systems in the franchise industry. However, we are always looking to innovate and wanted additional resources to help our **franchise owners improve their business owner mindsets, knowledge, practices and habits. I knew instilling a strategic mindset and providing on-going accountability would help to significantly improve the lives and businesses of our owners.** I was right on the mark and so was The Growth Coach process. The national business coaching program has been extremely effective and well received.

In fact, sponsoring and rolling out a national business coaching program in the summer of 2007 was one of the best decisions we ever made. **Many of our owners have said this coaching program has significantly impacted their lives and businesses and is one of the best programs TLGI has ever offered.** Furthermore, because of the group coaching format, this program has been very affordable for both our owners and TLGI. **This win-win offering has helped our franchisees achieve greater success, personal balance and satisfaction as business owners.**

**As such, I would highly recommend The Growth Coach to any franchise system** looking to help their franchisees grow their businesses, the value of those businesses, and to become more effective business leaders and owners. This in turn helps to increase the overall value of the franchise system.

From our initial meeting in May 2007, The Growth Coach has delivered on every one of your promises. True to your word, **your coaching process has been supplemental to and in full alignment with our support systems.** There have been no conflicts. Everything your business coaches do and say support our systems and the need for our owners to follow and leverage those systems. And Mark Eldridge (Growth Coach, Omaha), our national account manager and lead coach, has been nothing less than outstanding.

I also think very highly of your coaching process. Our busy owners get to slow down, think and plan more, and go to **work on their businesses, themselves as owners, and their personal lives.** Your coaching process introduces our owners to effective mindsets, strategies, and practices and then **the on-going accountability converts them into permanent HABITS.** That process is powerful and transformative. As you promised, most of our franchisees are now working smarter, enjoying richer lives, and building the value of their businesses.

Just as important as the coaching, our owners get to **spend time together with their peers every quarter** both inside and outside of each Strategic Mindset coaching session where they can bond, collaborate, share best practices, and leverage common experiences. **However, and this is key, while they share a common coaching process and franchise model, each owner leaves every session with a 100% customized Strategic Planner (their 90-day focused plan of action) they created, believe in, live by, work by, and implement.**

Again, we and our owners are thankful for our rewarding strategic alliance with The Growth Coach. We look forward to continuing this beneficial relationship for years to come.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Hicks". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Bob Hicks  
Senior Vice President - Franchise Support  
The Little Gym International, Inc.