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### **Shoot to Success....a great success!!**

SHOOT TO SUCCESS 2008, the recent series of seminars held around the country by Success Broker Coaching has been described as a great success by Managing Director, Darrell Weekes. Proving to be just the tonic some brokers need at the moment and heralded by many as 'the kick in the pants' needed to get refocused on the business again!

"Over the last couple of years we've gathered a huge number of ideas and a wealth of information from the best brokers in Australia, New Zealand and America. The Seminar was all about sharing those ideas so that brokers could be better positioned to prosper in a market where the main concern a lot of customers is just surviving," said Weekes.

The Series, which was sponsored by Westpac and Lifestyle\_, focused on providing attendees with acquisition and retention strategies that could help their businesses grow.

Geoff McDonnell, Head of Distribution for Lifestyle\_, the first choice protection partner for mortgage brokers, is convinced that what Darrell teaches is "the future of our industry." "His message is credible, as not only does Darrell study and teach, he actually practiced what he now preaches before market conditions made it essential. His purple thread concept, which teaches brokers how to distinguish themselves from the white noise of the industry, is brilliant. The distribution of risk products by brokers just makes so much sense and that's why we have aligned ourselves with Success Broker Coaching. Darrell advocates a way to distribute risk products that makes it so simple I can't see any reason for brokers not to include risk products in their business."

The idea for the Series came from the number of requests being received by Success Broker Coaching for 'one on one' training. "It's not something we've really concentrated on previously but the demand has been so great, I've had to rethink my position," said Weekes. He went on to say: "On the back of the success of the series we will shortly be launching Club 5. I will be taking on a group of broking businesses that I will coach personally but there will only be 5. Once I have the 5, that's it". Club 5 entails a 40-week program designed to assist business owners in achieving dynamic organic growth and sustainable success.

For further information please contact:

#### **Success Broker Coaching**

Jo Yandle  
Marketing Manager  
Success Broker Coaching  
02 6239 2999

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**About Success Broker Coaching**

SUCCESS Broker Coaching is a specialised mortgage broker coach and mentor. Our programs give you the practical tools to take you to the top and keep you there. Our coaching is based on techniques that really work and we give you detailed instruction on how to use and implement them. You learn not only from us but from brokers who have proved their success.

The SUCCESS Broker Coaching program is a series of modules covering every aspect of the broking business. Everything from how to plan, build, recruit, manage, even how to sell your business.

From over forty years experience, we've learned and compiled a huge library of information on what made us money and what lost us money. Through our systems we will share this with you. You will discover that what works is not a mystery - it is a system. It can be learned and it can be reproduced.

[www.sbconline.com.au](http://www.sbconline.com.au)

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