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**Testimonial for Joel Kriteiman, Co-active Business Coach.**

I first approached Joel in November 2007 to help structure a marketing plan for my Thai Yoga bodywork service. He coached me through very practical questioning to get to the heart of what needed to be put in place, what was blocking me from achieving my goals, until I felt comfortable with my new marketing initiative.

The wonderful thing that came from our first discussion was understanding that all the answers were already in me. It was also very empowering to gain perspective on one's business direction.

Here are things that I gained by working with Joel:

When you vocalise your business need, this sets into motion a chain of events, activating you to engage and not be complacent.

You gain what you set out to achieve.

The marketing structure that Joel helped me put in place earned me one of the best months of income ever! But it didn't stop there: I continued to utilise the tools I learned from Joel's coaching, and as a consequence, I have been able to replicate my sales ever since and feeling more confidence. This is something that sets my bodywork practice apart from other complementary health practitioners.

Joel's co-active business coaching sharpens the edge on your business.

Thank you very much Joel!

With sincere thanks,

Erica Lee  
Melt Therapy