

Here's the **Only Personal Coaching Program** for **TaxCoach™ Members**

**Add thousands per month to your net income,
work fewer hours, or both!**

**This letter is your invitation for you to join us in the only personal coaching
program of its kind.**

**We've selected a small group of TaxCoach™ members to personally mentor.
But there's still room for more.**

**If you're *serious* about building your business without sacrificing your
personal life, you're invited to apply for membership in this elite group.
Your current income is NOT a factor!**

Dear Friend and Member:

**Thank you for investing your time and money in our TaxCoach™ tax-planning and
business-development system.** Keith and I are sure you've gotten many times your investment
out of it, based on all the positive feedback we've gotten over the years. Thank you for
expressing your faith in us by taking time out of your busy schedule and your budget to put these
new ideas into practice.

The big question *now* is **how to take your practice to the *next* level:**

- **Maybe you're just starting your practice** – and you want to skip the “trial and error” that keeps so many of your peers struggling longer than they have to.
- **Maybe you've built a steady practice with a steady income** – but you're looking to replace low-fee EIC and 1040 filers with premium-fee business clients.
- **Maybe you're doing really well** – but you want to hit the half-million or million-dollar mark.
- **Maybe you've taken your accounting practice as far as you can** – and you're looking to add financial planning services.

Let me introduce you to a resource that can help you *regardless* of where you are today.

**It Doesn't Matter How “Smart” or “Skilled” You Are.
Achieving Success *All Alone* Is A Grinding Uphill Battle!**

I started studying direct marketing back in 1994. When I finally opened my own practice in 2000, I used those strategies to build a six-figure income in less than a year. A nice start . . . but still not where I wanted to be.

In 2001, I met my first “marketing mentor” – a nationally-recognized author, speaker, and consultant who introduced me to new strategies and resources and helped me implement them. I’ve invested well over five figures in that relationship. Sound like a lot? Well, since he and I met, I’ve generated *seven* figures in revenue.

A couple of years ago, I joined a local “Mastermind” group for marketers and business owners. Our leader routinely generates seven figures in a single weekend showing *his* clients how to promote *their* businesses.

I’ve actually spent more on marketing than I did to earn my Law Degree. (That’s *at least* \$1,000 per month on professional development.) And each and every year it delivers by far the biggest “payoff” of any investment I make. I’m constantly working and investing to sharpen my skills and associate myself with other like-minded people.

My story isn’t unusual. I’ve never seen a superstar in any profession who wasn’t relentlessly molded by a coach for most of their career. For example . . .

Michael Jordan was “cut” by his high school basketball team – *before* his coach stepped forward and personally mentored him to become the greatest basketball player of all time.

Tiger Woods was the youngest winner of the Masters golf championship *and* set the record for the lowest score. With all his skill and talent, he credits his success to his coach – in fact, many coaches. He *still* uses a coach.

No one ever won an Olympic gold medal without a coach. Actors and actresses like John Travolta, Jim Carey and Julia Roberts all have coaches. And according to *Forbes* Magazine, more and more of the nation’s top entrepreneurs, business owners and service providers are using coaches to help achieve new levels of success.

And that brings me to the real purpose of this letter.

Since you’ve invested in our TaxCoach™ system, I know you’re looking to build your business. Now it’s time to see who’s just kicking the tires – and who’s serious.

Did You Know There’s A Coaching Program Just for TaxCoach™ Members?

When Keith and I launched TaxCoach™ in 2005, we decided to offer confidential personal consultations for each and every member. Since then, I’ve spoken with hundreds of you across the country.

Member consultations have become the favorite part of my day. I take most of them right here on the office phone. But I’ve had consultations over lunches and dinners, at members’ offices from Florida to California, and even once on my cell phone while parked overlooking the Pacific Ocean at the famed Pebble Beach Golf Club!

What are those consultations worth? Don't take my word for it. Listen to member Jim Bowen, from Whitefish Montana:

I was surprised by the immediate value TaxCoach gave my business.

But then your observations and insights during our consultation instantly gave me two ancillary businesses, and brought my thoughts to a new level.

From just one of your ideas, I am projecting my net income to rise to over \$1,000,000 within the next 18 months. I cannot thank you enough for your time, thoughts, and interest in my business.

Here's more from All-Star Dominique Molina in San Diego:

I have just reviewed my performance for 2007 and more specifically the changes I have seen since I began working with you in the Tax Coach All Stars Program. Since I began working with you in September 2007, my sales have increased over 55%!

The success of your program though, goes far beyond increased sales. Being a solo practitioner most of the time means being a "Lone Ranger," and while I enjoy the freedom and flexibility this affords me, it also means I am on my own, left to brain storm with me myself and I on marketing, technical issues, and goal setting.

What I have benefited most from joining the All Stars program is the mastermind team and the one-on-one coaching from you. You have given me the tools to transform my business. The networking has proven invaluable and I have been able to work with professionals from all parts of the country. Together, we have been able to test different approaches, which would have taken me years to accomplish on my own.

The best part about the success I have had is that I am finally in a position to eliminate the problem clients I don't enjoy working with and clone my best clients to create a true dream firm! On a regular basis I consult with my clients about their rates of return on their investments, and I have yet to see any investment in all my years of experience that compares to the returns I have received from working with you.

To date, I have experienced a return of over 816% on my investment with Tax Coach. Now that's what I call a great investment! A million thanks for the support and tools you provide, it's been such a pleasure working with you!

And finally, from All-Star Lisa Johnson in Spanish Fort, AL:

Joining the All-Stars program is one of the best decisions I've made for my business. Ed Lyon has gone far beyond my expectations.

I've learned all about your questions, your concerns, and your frustrations. Those personal consultations have become the foundation of our member relationships. (If you haven't taken advantage of that opportunity, *what are you waiting for?*)

More and more of those consultations end with questions:

- Ed, are you available for ongoing coaching?

- Ed, can you review my ads, flyers, or other written materials?
- Ed, can I fly you to Florida to critique my seminar delivery? (In February? *Sure!*)
- Ed, can I compare notes with TaxCoach™ members across the country?

Keith and I always hoped to launch a one-on-one coaching program. First we had to prove the value of our proactive, plain-English tax-planning system. Once we did that, we were ready to go the next step and launch the high-level coaching. **We call it the TaxCoach™ All-Stars because we're grooming true standout performers.**

Here's what the TaxCoach™ All-Stars Club includes:

1. Group Coaching Calls: Every month we host a 60-minute group call. We discuss specific strategies and detail them A-Z to eliminate the guesswork. We also hold "Mastermind Sessions" where *you* share your best strategies and ideas, ask questions, and solve many marketing (and management) related problems.

(We currently host calls the second Tuesday of every month at 4PM Eastern.)

Can't make a call? We record each call and post it on our special "All-Stars Only" page to review or download for your permanent reference. Of course, you'll also miss the opportunity to contribute to the call – so you really should plan on *making* it!

2. Personal Coaching Calls: Every month, you'll get 30 minutes of personal one-on-one coaching. This is where I get to personally manage and attack your biggest marketing challenges with you, then devise a roadmap to help you reach your personal and financial goals. Just like a top pro athlete's coach, I'll stay "on your back" and hold you accountable. I'll help keep you on track every month so it'll be darned near impossible NOT to reach your goals. And you schedule these consultations yourself, directly on *my* calendar. No middleman!

3. "On Demand" Copy Review: You get "On Demand" access to send written promotions for my personal feedback, by snail mail, email, or FAX. Send me your ads, web copy, sales letters, brochures, press releases, seminar scripts, or whatever. I don't "farm them out" to anyone else – I do them all myself.

I'll warn you now I can be blunt. I apologize in advance if I hurt your feelings. But I WILL improve what you're doing!

And I'll confess that Keith and I struggled with "on demand" review. My first thought was to offer monthly critique coupons. But Keith thought that might seem stingy. And we know that marketing plans don't always fit in neat monthly boxes. So we've just "opened our doors" and, so far, nobody has abused the privilege.

We Simply *Must* Limit Enrollment to Offer This Level of Service!

Since you've invested in our TaxCoach™ system, you *may* qualify. If so, you'll join a select group of members who profit from the one-on-one access and group insights.

Everyone who applies goes through a stringent application process so Keith and I can decide who qualifies and who doesn't. In short, the group is **hand chosen**. It has to be that way so we can be sure we have the best group of professionals participating in this group.

If you're chosen, I'll personally guide you on implementing revolutionary strategies to **turbocharge your income while working fewer hours every week!** Imagine the peace of mind that type of income and freedom will provide!

However, multiplying your income while giving you more free time is only ONE benefit of joining "The All-Stars."

I'm talking about developing and teaching the simplest, easiest, and quickest ways to maximize your productivity and earn more income than you ever have before – WITHOUT feeling overwhelmed or stressed out . . . and by **working FEWER hours** than you ever dreamed possible! You may actually feel *guilty* because you'll have so much free time – but you're *still* making lots of money! (Don't worry – you'll get over it.)

I'll help you define your true professional goals. (Maybe making more money *isn't* what really makes you happy. Maybe it's having more free time, less stress, or a 2-week spring break like you had back in college!) We'll work together to help you define and design a business plan while we continuously 'tweak' your practice to multiply the results you're getting now – while working less than you have in years.

You and I will have scheduled meetings every month. And you'll be able to draw on the expertise of all the other All-Stars. **You'll be THE force to reckon with in your marketplace.**

You'll come to understand what Napoleon Hill meant when he wrote these memorable words in *Think and Grow Rich* . . .

***“When riches begin to come they come so quickly,
in such great abundance, that one wonders where they have been
hiding during all those lean years.”***

As a member of this elite program you'll go "outside the box" as you enjoy advanced learning opportunities with tax and finance pros from across the country, as well as "guest experts" who join us to share insights and wisdom. You'll be thrust into the heart of tax marketing. Finally, you'll really "get it."

The Closest You'll Ever Come To Having Me "Hold Your Hand" And Guide You Down The Path Of Success

Having said that, the question becomes "Why now?" Two reasons really.

First – I know how much I owe to the mentors who have coached me to the levels of success I currently enjoy. My mentors have shared such an enormous treasury of powerful knowledge and "insider's secrets" over the years that I felt like I'd be missing the mark if I didn't share that knowledge with others. Mentors are important, very important.

And second – because of the tremendous growth of my TaxCoach™ system and the demand for my consulting services, I’ve become more “unreachable” over the past few years. (Some of you may remember a time when I actually answered my own phone and had lots of time to personally deal with administrative matters. Those days are long, long, gone.)

In fact, my services have been in such demand that I’ve recently raised my standard consulting rate to \$5,000.00 for a full day of on-site consulting. (And gotten it. And kept busy.)

So, with this evolution I’ve outgrown the majority of my TaxCoach™ members’ budgets. Yet, I get continued requests for consultations from our members. So . . . this got me thinking . . . and researching . . . and designing the All-Stars Club – a program based on everything I’ve invested in my marketing expertise.

The All-Stars Club gives you that expertise 365 days a year – at a fraction of the cost of acquiring it yourself! It’s truly the closest thing you’ll ever get to having me right there with you every day, holding your hand, re-inventing your business, day after day!

Discover Why A Mastermind Group & A Coach Are The *TRUE* Secrets Of Success...

The TaxCoach™ All-Stars Club incorporates the most powerful, state-of-the-art coaching and learning methods available – *including* “The Mastermind.” The power of a “Mastermind” is phenomenal.

Napoleon Hill, author of *Think and Grow Rich*, made this discovery after years of studying the world’s wealthiest and most successful people: “you need brains besides your own.” **That’s why step #9 to riches in his classic book is “Belonging to a Mastermind Group.”**

Imagine *never* being alone. *Never* being permanently “stuck.” You’ll be part of an exceptional group of minds that are truly exceptional at succeeding in this profession. And when you join this exceptional group you will discover ways of refining, growing, and flourishing in your life and business that you would never have discovered on your own.

Besides allowing you to tap into the power of the “Mastermind” you’ll discover the extraordinary benefits of having your own personal “Coach.”

If the world’s most successful athletes attribute much of *their* success to having a great coach, shouldn’t *you* tap into this success “secret” and start working with your own coach to help you reach *your* professional goals as well?

What if the only thing keeping you from your income, business, and life goals is NOT having a coach?

You’ve probably had this experience before. You attended a seminar, read a book, or listened to a tape and felt all fired up with so many phenomenal ideas in your head . . . ready to change your life! But you soon found yourself overwhelmed to the point of being frozen. Unable to put your new ideas to work. Unsure of what direction to take.

Having a coach *eliminates* this frustration. If you have questions, you get answers. If you need a good “kick in the pants” to get motivated, you get it!

I’ll push you to test your limits and achieve far more than you ever thought you were capable of achieving. I’ll be there with you, guiding you throughout the year.

Can You Put A Price On Your Success?

You’ve probably assumed by now that there’s an investment required somewhere along the line for a program this valuable. And you’re right.

What is the cost of this program? It’s not cheap. I’ll make no apologies for that. (Of course, my own education and expertise hasn’t come cheap either. I’ve invested tens of thousands of dollars, along with years of real-world trial and error, to gain my knowledge and experience. I keep investing more and more in learning from the “Masters” every year.)

So, how much is it?

It’s \$299 a month. That’s just \$9.65 per day for the only program of its kind. A sum you should find very affordable, given the results you’ll enjoy.

Your All-Stars membership includes your monthly \$69 TaxCoach™ subscription. And, of course, it’s all tax-deductible!

Your *real* investment is less than your fee from *one* top-drawer client. *One client!*

But don’t think of just recouping your investment. Think of multiplying it dozens or even hundreds of times over the course of your career.

Your First Step Toward High Income, Stress-Free Living

I give this program a lot of personal time, energy, and resources. So I want it to be the most fun, most exhilarating, and most profitable program I do. This is a VERY special program. I have to limit membership to ensure that I give our best attention to each All-Star. And I have to be sure that each member is truly serious about maximizing their success. Therefore, only a certain “caliber” of TaxCoach™ member can join.

With that in mind, you have to show me that you’re serious about making changes in your business and your lifestyle by completing and returning the enclosed membership application for review.

Here’s what we’re looking for:

- 1) **You should be serious about turbocharging your income in the next 12 months.** (Really, I think \$5,000/month more should be your *minimum* goal.)
- 2) You have to be willing to take the time to develop a solid plan (with our guidance) for success in ALL areas of your business *and* follow through on the plan to develop it.
- 3) **You have to be beyond the “magic bullet” mentality – not expecting us to do it all for you, but committed to a “partnership” approach.**

- 4) You have to be willing to make a substantial investment of time, energy, and resources to **MAXIMIZE** your success. It won't come overnight.
- 5) You have to be willing to take responsibility for your mistakes. Learn from them. Move on.
- 6) **You can't have a "Victim" mentality. This program isn't for whiners or complainers. It's for "Players" who recognize the realities behind success.**
- 7) You have to be honest and always try to do the "right thing."
- 8) **You have to be willing to *share* your successes *and* failures for the benefit of the group.**
- 9) You have to be a pleasant person. (Okay, I'll be honest, this one's for *my* benefit. I've reached the point in my career where I don't have to work with people I don't like. If you're not at that point yourself, we'll help you get there!)

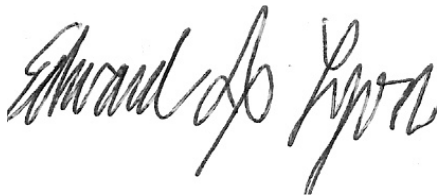
Take the next step toward success. Fill out the accompanying application and fax it to my office. I promise you that our journey together in the TaxCoach™ All-Stars Club will be one of the most satisfying, most rewarding, most profitable, and most fun experiences you'll ever have.

Don't be intimidated if you don't feel like a "success" yet. I'm more interested in your desire to improve and your willingness to take action to get new results than I am in any past success you have (or haven't) had.

So, if you are serious about *FINALLY* reaching your goals (or even just defining them), if you're serious about realizing your dreams, and finding that perfect balance between success and peace of mind, then you owe it to yourself to fill out the enclosed membership form and return it to my office immediately, while a spot is still available in this exclusive Club.

I'm looking forward to helping take your practice to new heights. I'm sure you are too!

To Your Continued Success



Ed Lyon

P.S.: **I'm FAR more concerned with your desire to succeed** than with the results you've gotten in the past. So don't miss out on this opportunity just because you're not managing a six-figure practice now!

INITIAL CONFIDENTIAL APPLICATION FOR THE
"TAXCOACH™ ALL-STARS CLUB"

For Office Use Only:
Approved: _____
Not Approved: _____

Part I: Tell Us About Where You Are Now

Name: _____ Phone: _____

Check all of the following that apply: *(Please be honest- remember, we're not concerned with what you've done in the past, but rather want to get a true feel for where you are today so we can tailor your experience to meet your needs.)*

- I regularly use at least one of the strategies I learned in the TaxCoach™ System.
- I have at least one reliable marketing strategy that consistently generates new business for me.
- I have written financial and business goals.
- I have written goals for other areas of my life.
- I regularly take long weekends, vacations, or other time off to "rejuvenate" myself.

Part II: Tell Us About Your Business

Rate the following on a scale from 1-5, according to how much of a challenge they are for you:

(1=A big problem for you, 2=Medium problem, 3=Somewhat of a problem, 4= Rarely a problem, 5= Not a problem at all for you)

- ___ Generating New Clients ___ Increasing # of Repeat Clients ___ Raising Fees
- ___ Structuring my practice to run smoothly and I don't have to get bogged down in busy work
- ___ Leading a BALANCED life and taking as much time off as I'd like.

Number of hours you work weekly? _____ Weeks of vacation you'll take this year? _____
Number of hours you'd *LIKE* to work weekly? _____ Weeks off you'd *LIKE* to have each year? _____

Personal net income in the past 12 months: ___\$2500-25,000___ \$25,000-\$50,000 ___ \$50,001-\$100,000 ___ \$100,001-\$200,000 ___\$200,001+

How much would you like to increase your gross income in the next 12 months? \$ _____

If I continue with my business in the direction it's going I'll be financially independent in 3-5 years. ___yes ___no

Answer the following questions using one of these: Often, Sometimes, Rarely or Never.

- I feel guilty taking time off. _____
- I'm very confident in my ability to attract and service new clients. _____
- I feel guilty about not giving enough time to my spouse, children or other relationships in my life. _____
- If my school's class reunion were next month, I'd feel excited about going. ___Yes ___No

Briefly describe why you feel you're a good candidate for this program: (Use the back if necessary).

Your Final Step: Complete this application and
FAX it to 513-297-0787
or mail it to: TaxCoach Software, LLC, 2619 Erie Ave Suite 2D, Cincinnati OH 45208

Part III: Preliminary Enrollment

Yes Ed, I understand the importance of getting a constant flow of fresh new ideas to help market my business and I can see the benefit of having you give me that extra push every month to do the things that I need to do to be successful. I want to join your “All-Stars” coaching club.

If accepted, my membership will include:

1. TaxCoach™ monthly subscription (\$828 annual value)
2. 60-minute monthly mastermind call hosted by Ed Lyon, where I’ll learn new and better ways to market my business and maximize my profits.
3. 30-minute monthly one-on-one consultation with Ed Lyon, for developing marketing strategy and plans, and discussing specific marketing concerns.
4. “On Demand” copy reviews for reviewing written marketing material.

My “All-Stars” membership is just \$299 per month, charged automatically to my credit card.

Name: _____

Business Name: _____

Business City & State: _____

Phone: _____ Fax: _____

Email: _____

Credit Card # _____ Expiration Date: _____

Card Billing Address: _____

City, State, Zip: _____

Signature*: _____

*By signing above, I agree to the following: If accepted, I will be charged the sum of \$299 each month, beginning with my next regularly-scheduled billing. I will continue as a member and will automatically be charged every month until I decide to terminate my membership. I understand that requests for termination must be given by the 15th day of the month before the month I wish to cancel. TaxCoach Software, LLC has my permission to contact me regarding related information via mail, e-mail, fax, and phone.

If I’m already an annual subscriber to your online application, you’ll credit my remaining balance to my All-Stars enrollment.