

2nd September 2008

TO WHOM IT MAY CONCERN

Eighteen months ago Buildseal came into a bit of a slump. The building industry was going into decline after many years of boom times. We had the Olympics, the economy was flying, interest rates were low and people had the money to invest. We had a good client base where we had a good working relationship and they would call and just tell us when they wanted us to start there job. So there was no need to find new clients and money was coming in without to much effort.

Then all of a sudden, as it seemed, work was drying up. Our regular 'bread and butter' clients were not winning jobs which in turn severely affected us. We kept going in the hope that our clients would win work and everything would be alright again. As time went by I could see this was not going to happen. The profits we had made were being eaten away so as to keep my employees going until the next big job.

At the time my **confidence** was down and I had no idea on how to market or sell ourselves. That s when I came across Ignatius Mendonca from Action Business Coaching. For a while I would continuously put a lot of my focus and energy on dwelling upon the problems I had with the business and personally.

What I then learned from Ignatius and which I feel has been the greatest benefit not only for the business but more importantly me personally was my '**Mindset**' – Taking responsibility, accountability and ownership of everything in my life. It was a realisation that I have to be right before I can get the business right. Now I'm in the right frame of mind and although things are still tuff out there I proactively look for finding solutions with more confidence and vastly better attitude.

Ignatius has not just been a business coach for me but a life coach. Without this help I certainly would be not in the frame of mind that I am now enjoying. For any one that thinks there at the bottom and finding it tuff with no hope of a way up, whether it be business or personal, I would highly recommend Ignatius to change your mindset and put it in perspective so you can get the results you want in life.

Yours Sincerely
Buildseal Pty Ltd

Wayne Snelgrove
Director