

## Review of Borders Workshop Event

### GET CLIENTS NOW!<sup>TM</sup>

*Create a continuous stream of clients  
and prospects by doing just a handful  
of easy daily actions!*

Presented by Leslie Cardinal, PCC  
[www.LeslieCardinal.com](http://www.LeslieCardinal.com)  
July 20, 2006

Review Written by:  
Michael Baker, SAPCA President

There was a wonderful event held July 20th at Borders Bookstore in collaboration with the San Antonio Professional Coaches Association. The social columns would have said, "A good time was had by all of those present this evening at Borders." The business columns would have said, "A gathering of San Antonio's dynamic business owners proved extremely informative for all in attendance." The literary critics would have mentioned it as, "an outstanding explanation of a key business concept from C.J. Hayden's book, *Get Clients Now!*" This reviewer will simply say, "I am so-o-o-o-o glad I did not miss this presentation!"



Over fifty people were in attendance to hear this wonderful two-hour experiential workshop. The overflow crowd forced the event to be moved to the center of the store to accommodate the attendees. San Antonio Coach, Leslie Cardinal, PCC, was on hand to review the book, *Get Clients Now!* Not only is it an excellent book on the subject of gaining prospects for your business, but also is a hands on program designed to guide business owners through the process outlined in the book. Leslie is one of a few



coaches in San Antonio who are trained and authorized to deliver this program.

She spent time in an interactive format, fielding questions and giving answers based on the program she teaches. It is applicable to all people who are involved in service sector businesses.

Many of the small-business owners in attendance have a similar problem. They are very good at delivering the service or products that they produce. They love working with their clients, they just wish they had more of them! Leslie guided the group through an easy four-step process that works time and time again to bring in more clients. She also detailed some simple action steps to put this process to work for business owners.

Leslie stopped several times during her presentation to allow a little in-house networking to take place. I don't know of a better place to meet people with common interests than at a presentation like this one. One attendee who was talking to herself as she left, best summed up the success of the event, "I've got to do this. Why haven't I done this already? I've got to do this!"

Leslie Cardinal is an experienced business coach and a licensed facilitator of the acclaimed *Get Clients Now!*<sup>TM</sup> Program. Leslie specializes in working with micro-businesses, solopreneurs, home-based businesses and independent professionals. She has personally used the *Get Clients Now!* Program to grow her own business and she loves to help others get more clients and make more money. To learn more about Leslie, visit her website at <http://www.lesliecardinal.com/>.