

## What is it?

Bill Gates, Richard Branson, Oprah Winfrey and Mark Zuckerberg all swear by the power of reading. The knowledge is out there for you to learn from the experts.

**Readers & Leaders Club** is a monthly club exclusively for **business owners** if you want to stick to your New Year's resolution of reading more and building your skills.

But this isn't just a book club – it is so much more. Our **selected syllabus** of books covers all areas of running a successful business: team performance, impactful marketing, professional sales, business owner mindset and financial wisdom.

Each session includes **teaching from a professional business coach** related to each book, the opportunity to **network with like-minded business owners** in a relaxed and informal setting, and a commitment to **take action** from what you are learning.

## Here's What You Get

As a member of the club, here's what you get:

- ✓ One business book per month from our selected syllabus
- ✓ A Guide to Powerful Reading
- ✓ Voluntary invitation to the WhatsApp group to share learning and keep on track
- ✓ Monthly meeting held via Zoom with a glass of wine!
- ✓ Group coaching specifically related to each book
- ✓ Commitment to actions you will take following each book

## Where And When?

The meetings are at **6pm–7:15pm on mid-month Wednesday evenings** held via Zoom. Post-lockdown, we run the sessions in the private room of a bar in central London.

Most members remain in the bar afterwards to meet and talk with the other business owners in the room, and we ensure the Zoom meetings have the same informal and social benefit.

We meet every month except August and December



## What's The Deal?

The first month is free for everyone, so please come along and try it out.

Thereafter, membership is **6x monthly instalments of £100 +VAT**, and we ask for a 6-session commitment. This is so that you get the accountability to keep reading and taking action every month. You can save money with **one upfront payment of £499 +VAT instead**.

If you choose monthly instalments, we will set up a monthly GoCardless automatic payment for 6 consecutive months. With no sessions held in August or December, your membership continues until 6 sessions have passed.

Club members who bring a **business owner** friend with them to any session will get a **£100 reward** redeemable against your next 6-session Club membership booking. You'll get this for every new member you bring! And don't forget that you will also be **rewarded with £500** for any contacts that go on to become coaching clients.

## How To Sign Up

Please email Dan on [dancrompton@actioncoach.com](mailto:dancrompton@actioncoach.com) with the following information. Your first session is always free, and we will set up monthly payments for the next 6 sessions following that if you choose to join the Club:

- Your name
- Email address
- Mobile number
- Best postal address for the first book (subsequent books are handed out at each session)
- The same details of any additional business owners attending with you, to **get your £100 reward** against your next Club membership booking.

## Who Can You Bring With You?

We're all about growing our business community, and encourage you to bring new members to as many sessions as you can. To qualify for your money-off reward, bring as many **full-time business owners** as you want from **established businesses**. They should have a **thirst for knowledge** and the **mindset to commit** to the Readers & Leaders Club.

Their **first session is always free** – so get them along to try it out for themselves.

