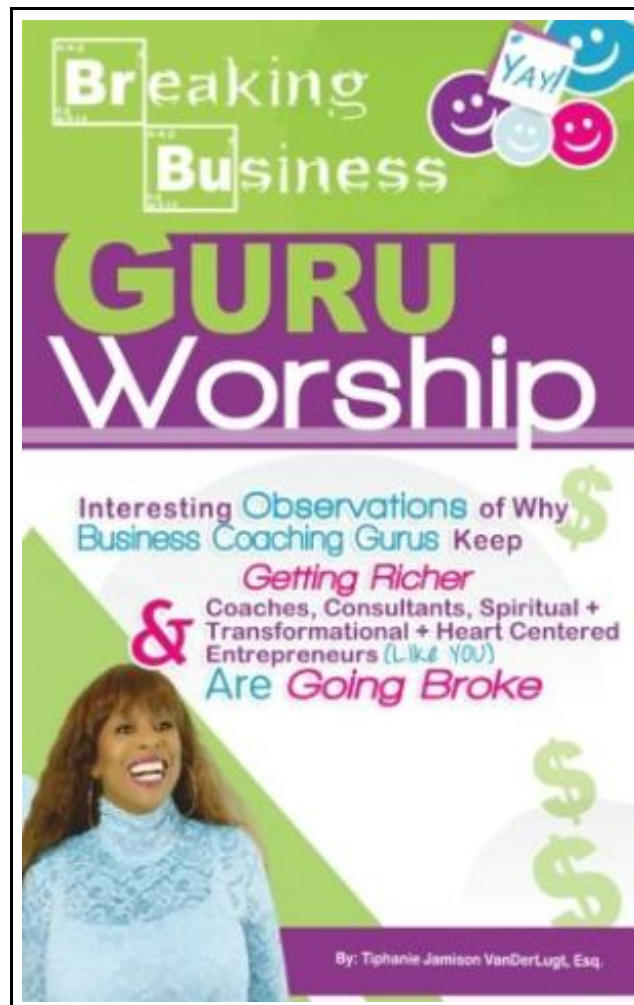


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Yay Me Universitylorida, United States, 2014. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.Business Coaching Scam Marketing Mentor Predators? Ever wonder why some business coaches keep getting richer and their clients are going broke? Get Breaking Business.Guru Worship Interesting Observations of Why Business Coaches (Gurus) Keep Getting Richer and Transformational + Heart Centered + Service Based+ Spiritual Entrepreneurs Are Going Broke. In this enlivening, enlightening and detailed report, Author, Attorney and Trainer, Tiphane Jamison VanDerLugt, Esq. wittingly details the findings of her research of the strange phenomenon of Guru Worship in the business building and personal development space. In this detailed book, some of the of the manipulative industry standards discussed include- It s Not me, It s You, The Shame Mastery Cycle, the Be Authentic, Just Do it Like Me and the Lure. There are countless, eager, hardworking would be and actual entrepreneurs, who desire to create a lifestyle business based upon their passions and expertise, whom are being scammed and ripped off by business coaches, marketing mentors and lifestyle coaches, called Gurus. The funny thing is, the entrepreneurs in many ways, are unwittingly participating in their own lack of success and financial scams through worshipping the Guru. Eager to create their Dream Business, in small part, the entrepreneur naively believes the Business Coach, Marketing Mentor, Sales Coach, aka Guru will help them build a six figure (or more) dream business. In exchange for their faith, loyalty and thousands of dollars, the Business Coach, Marketing Mentor, aka Guru, deploys a number of sleazy industry standard techniques to keep the entrepreneur coming back and paying despite the lack of measurable results from the Guru s services/products/coaching/programs. Simply stated, the Guru and his/her inner circle get richer and the well-meaning...

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