



Ignite and Accelerate your business growth

Proven strategies and a formula to build your 7 figure business

JANUARY 2022

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1. A Twist On Planning

How This One Change Can Transform You & Your Business

3. Advanced Strategy

The Most Profitable Money-Making Marketing Piece

6. Mastery 101

Using 'Moments Of Truth' To Create Raving Fans

8. The Swipe Files

Step-By-Step Analysis Of A Profit-Boosting Marketing Piece

12. The Last Word

Only YOU Will Determine Your Success (Or NOT)

Motivational Quote Of The Month

Well done is better than well said.

Benjamin Franklin



A TWIST ON PLANNING & USING IT TO SUCCEED

BY CLAIRE BUCK

Here's to a very successful 2022! 2021 was of course a challenging year in more ways than one. My goal with this newsletter is to make your business more immune to outside factors such as a pandemic!

It goes without saying that putting in place a plan to achieve your goals, targets and objectives is imperative (you only have to study successful people to realise how important planning is to achieving results).

So, make sure you dedicate time to plan for 2022. But here's the twist...

I want you to also create three lists...

LIST 1: Write down all the things that you *dislike* about your business.

LIST 2: Write down all the things that you don't like *doing* in your business.

LIST 3: Write down the things you *don't like* in your personal life.

No matter how trivial they may seem—write them down—all of them. You see, a big part of success is also being motivated. It's much harder to motivate yourself if your business and/or your personal life is riddled with things that you dislike. Even if there are only one or two things going on that you dislike, life and business would be so much better if you didn't have to deal with these things—or if you completely eradicated them. Right?

You see, I've found over the years that far too many people just accept the 'DISLIKES' in their business and personal life, yet it's these things that drag them down or prevent them from achieving the heights they could without them.

I started doing this myself a few years ago and it really made a big difference to my performance, my

Continued on page 2...

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A SIMPLE TWIST ON PLANNING AND USING IT TO MAKE 2022 GREAT

business and my personal life and those I've shared it with have also benefitted significantly.

To be blunt... you don't have to accept these things. But you do need to address them and then plan to eliminate them (or delegate them).

The first step that we've already covered is to write them down. Just think how much better your business and personal life will be even if you just reduce your list by half! But of course the goal is to eliminate or delegate all of them.

Your second step is to add them to your 2022 plan. You must plan to eliminate or delegate, otherwise we'll get to this time next year and you'll be in the same position. I can tell you this is a very liberating experience.

I'll share a couple of examples with you so you can see how it works...

The first, one of the biggest challenges faced by accountants has (and every other type of business for that matter) is they from time to time have BAD clients. These are clients that suck the energy and time out of the firm.

They are rude to staff (not necessarily rude to the partners/owners), bad payers, disrespectful and so on. It's likely you'll have clients/customers/patients like this too. They are the type of customer that when the phone rings the staff run for cover. No one wants to deal with them. **BUT YOU DON'T HAVE TO HAVE BAD CLIENTS IN YOUR BUSINESS.** I can tell you from personal

experience and working with a number of businesses, that bad clients are VERY detrimental to the growth, inner harmony and enjoyment of every person in the business. And if you have bad customers they should be on your list to eradicate.

But even getting rid of bad customers needs a plan, especially if they are a profitable customer (if you factor in all the hassle, time with staff, time with you and other elements, they won't be as profitable as you think). So here's a simple plan you can use to jettison bad clients, customers or patients from your business (you may need to slightly modify)...

- First, ask your team who are their bad customers. You will have a good idea yourself, but as I mentioned earlier, sometimes people wouldn't dare to be rude to you. Your staff know who are good and bad customers. You'll see why involving them is important next.
- If you have more than one bad customer you should ask your team who they want you to 'educate' and/or 'FIRE'. They will love you for this (well, your staff will!). You're helping them make their time working for you more pleasant. They are unlikely to have experienced this type of approach anywhere else.
- Meet with the bad customer and explain the situation to them. This is when you tell them that they are a BAD customer and why. In some

circumstances they will be horrified that their behaviour is causing this much trouble and anxiety and they will change. For those that don't agree, the next step should be followed.

- You simply tell them that you cannot tolerate this type of behaviour as it's causing too much stress with staff and unless they change, then you will have no alternative to fire them (yes fire THEM!). I appreciate this may be uncomfortable for you, but it has to be done.
- You'll know from asking the team how many current bad clients, customers or patients you have. You should plan in an 'educating/firing' process every month so, by the end of the year, you'll have eliminated all the problem customers in your business. You won't believe the difference it will make to you and your team's productivity.

Another example is with regards to people around you who are a negative influence. You **MUST** surround yourself with positive people. Do not underestimate the importance of this.

So anyone in your personal and business life that isn't a positive influence on you, needs to be gradually removed out of your life. You'll notice a big difference in your business and in your life and you'll be pleasantly surprised how much happier you are and how much more successful you'll be!

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THE MOST PROFITABLE MONEY-MAKING MARKETING PIECE



The 'GreenThumb Newsletter'. Great for customers and prospects alike. Create your own profit-pulling newsletter using my proven guidelines!

I often get asked, 'What is the most prolific marketing piece to use to grow any type of business?' Without question the 'Customer Newsletter' is surprisingly one of the best, most lucrative and most profitable of all.

Activating a monthly printed newsletter is a simple and very powerful strategy to keep customers buying more frequently

AND when sent to targeted prospects it will also help to generate new customers.

Furthermore, your newsletter will also achieve the following welcome by-products...

- Keeps your product or service firmly in the minds of customers.
- Enhances your reputation.
- Helps you to build relationships with customers.
- More time is spent digesting a newsletter than an ad, online article, social media post or direct mail piece.

- It gives your customers something more tangible to save than, say, a business card. Hole-punching the newsletter, or providing customised binders, will also help customers and prospects to keep their issues.

- It helps your customers understand the range of a business's capabilities.

- Success stories, case studies, client or customer surveys, examples, and beneficial "How-to advice" allow the customer to draw the conclusion that they need your product or service

more frequently.

- Positions your business as a valuable resource rather than a company constantly asking for more custom. The newsletter is a classier and more effective way of reminding customers about the business rather than a sales letter or ad.
- Newsletters can be tailored to fit any budget (from a 2-page black-and-white newsletter to a glossy 8-12-page newsletter printed in full colour).

Newsletters Are Also A Good Way To:

- Keep in touch with your existing customers
- Add value to your product or services
- Bring back lost customers
- Bring in new customers
- Generate referrals
- Establish your expertise and credibility
- Inform and educate

The reason why newsletters are so successful is because of their editorial nature.

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THE MOST PROFITABLE MONEY-MAKING MARKETING PIECE

David Ogilvy, the well-respected advertising legend, says that editorial material is three times more persuasive than advertising.

Over the years, people have developed a positive attitude towards informative editorial.

Unfortunately, somewhere along the line the most important ingredient for a successful newsletter has been lost.

So, although newsletters will achieve some of the above benefits, their impact is considerably reduced when this “magic ingredient” is omitted. So what is this magic ingredient?

“It’s all about the reader, not about you!”

The majority of the content of each newsletter should be focussed on your customers – their needs, wants and frustrations – and not on your company.

The whole purpose of a newsletter is for your customers to READ and CONSUME it.

The only way you can ensure a high readership is to make almost everything in the newsletter relevant to them. They aren’t concerned about what’s happening

in your company (within reason), or how great you are – all they’re interested in is information that is relevant and important to them.

Remember this one simple principle and it will repay you handsomely! The content of your newsletter is vital. Having said that, there are two absolutely essential items which must be present in each issue...

1. PERSONAL/HUMAN INTEREST STORIES

Every issue of a newsletter should contain at least one article about you and what’s going on in your life. It doesn’t need to relate at all to what you’re selling.

Include relevant photos as well.

For example, when you go on holiday, make sure you take some interesting photos that can be talked about in the newsletter.

If you have pets – use these in your articles.

IT’S THIS SMALL PERSONAL TOUCH ALONGSIDE CONTENT FOR YOUR READER WHICH ENSURES THAT YOUR NEWSLETTER IS READ.

This is an important factor and will help you reach your objective (INCREASING SALES).

2. SPECIAL OFFER OF THE MONTH EXCLUSIVE TO CUSTOMERS

EVERY issue must have an offer for your customers.

Here are some good examples of other things to include in addition to the two essential items above...

- Articles and case studies that solve a particular problem.
- Best advice, tips and ways to use your products/services.
- Quizzes and self-analysis sheets that score readers.
- Trivia.
- Quotes.
- Short tips.
- Free items to send for.
- Free valuable information.
- News and announcements about the business. Make sure these are written in a ‘what’s in it for me’ way. When you mention new staff, tell the reader that they will

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THE MOST PROFITABLE MONEY-MAKING MARKETING PIECE

receive quicker responses, etc.

- News for the specific market/industry you're in.
- News about issues that the reader will not be aware of.
- Coming attractions.
- Mention interesting articles coming in the next issue to create a sense of continuity, interest, and anticipation.

Where Should You Place The Most Important Information?

The following parts of the newsletter are ranked in descending order of importance. This is also known as a 'publication pyramid'...

- Front page
- Back page
- Right-hand pages
- Tops of pages
- The page itself has a pyramid. In descending order of importance...

1. Photos or graphics
2. Captions

3. Headlines

4. Subheads

How Do Readers Scan The Page?

1. They look at the handwritten address/mailling label to check the newsletter was sent to the correct person.
2. Then look at the front or back page.
3. Then look at photos or illustrations. In the absence of photos, they look at the most dominant element on the page.

Then the second most dominant, and so on.
4. On a page of all text the reader moves their eyes in a Z pattern. From the upper-left to the lower-right corner of the page.
5. On spread pages the reader will usually scan the right-hand page first, followed by the left page and then both pages are read following the Z pattern.

Front Page

85% of readers look at the front page first. Your main news story should be on the front page.

Back Page

15% of readers look at the back page first and work their way forward.

Base your back page on similar strategies used on the front.

Left and Right Page

Begin articles at the tops of pages. People read from top to bottom.

If you have a continued article, place the continued article at the bottom of the page.

The top right-hand side of each page is powerful.

Remember, EVERY business should produce a monthly newsletter.

Very few do it, even less do it correctly. Yes it is a challenge doing a newsletter EVERY month.

But you don't have to create a 16 page newsletter to see results. 2 or 4 or -8 pages is more than adequate to get results.

One thing's for certain, it will make a huge difference to your growth... and January is a great time to start!

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USING 'MOMENTS OF TRUTH' TO CREATE RAVING FANS & INCREASE YOUR SALES

One of the most incredible discoveries I have made over the last few years is 'Moments Of Truth'. This is a strategy any business can use to create huge leverage, build massive value and add significant increases in sales and profits. So let's take a look at what Moments Of Truth is all about...

In 1987 Jan Carlzon, the CEO of Scandinavian Airlines, wrote the book 'Moments Of Truth'. It explained how he took the airline from deficit to profit by 'moving' the airline to a customer-focused organisation.

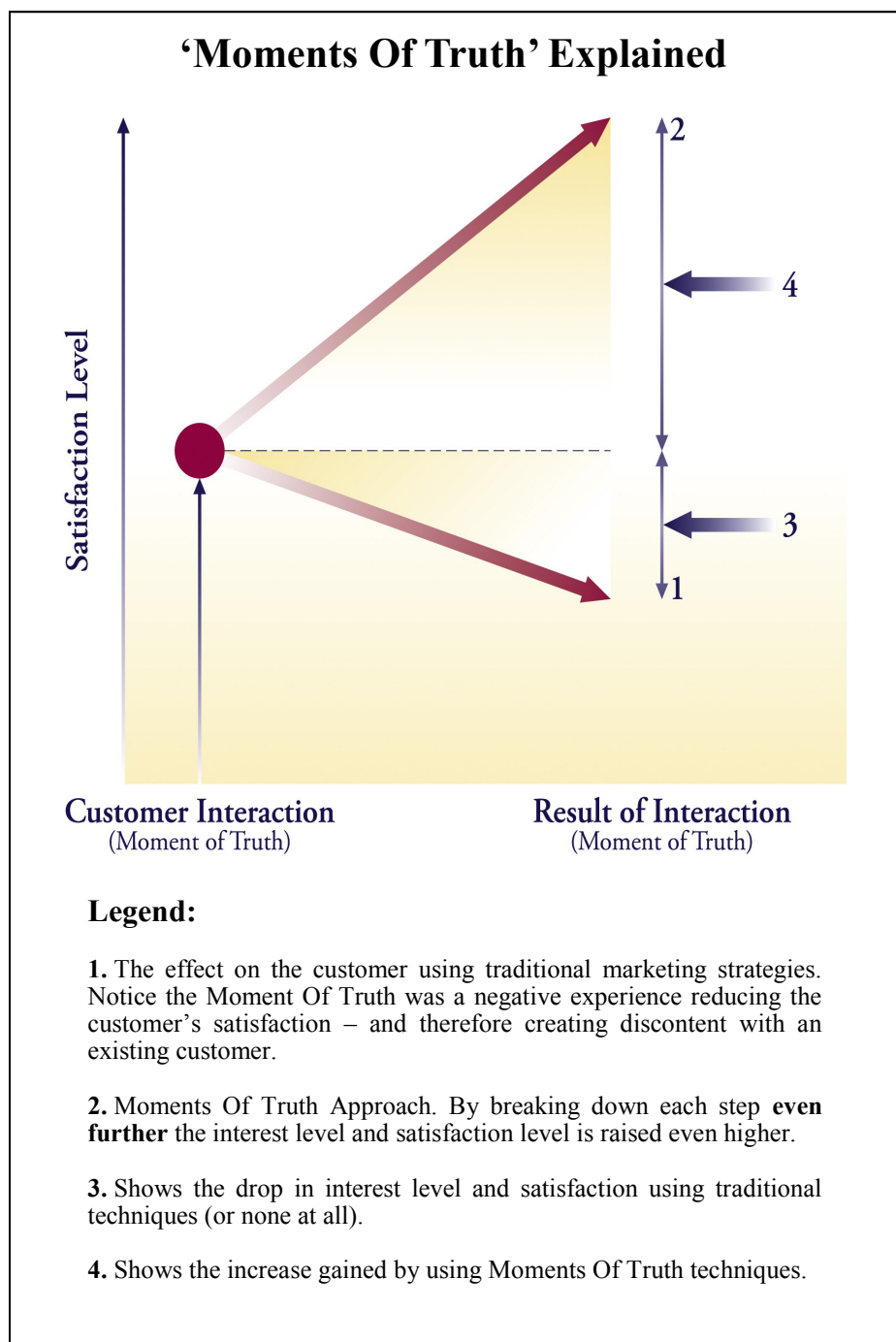
Now, as you know, there have been many books written on customer service, but where this book and Carlzon's strategies really differ is his focus on each interaction the customer has with the business.

He calls these 'Moments of Truth' and, of course, each interaction can be a positive or a negative experience.

Scandinavian Airlines prospered because they worked very hard to make sure each Moment Of Truth with their customers was a very positive experience and the results they achieved were a testament to this.

Take a look at the diagram above. It shows how at each contact (Moment Of Truth) you need to ensure each interaction is a favourable one for the customer.

Therefore, what you need to do is increase the satisfaction level of each



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USING ‘MOMENTS OF TRUTH’ TO CREATE RAVING FANS & INCREASE YOUR SALES

customer when any contact occurs (Moment Of Truth).

A contact can be a meeting, a letter, an e-mail, a phone call – or any way in which your business comes into contact with a customer.

So how can you use this to your advantage? There are just three simple steps.

Let’s take a look at each one...

Step 1: Write Down All Possible Interactions (Moments) You Have With Your Customers

This is simple. Here’s what you do...

- Identify every single interaction you have with your customers
- Next, break each interaction down so you can identify each specific area

Step 2: Create And Systemise The Positive Experience At Each Moment

Now simply prepare how to maximise the interaction so the customers have a positive experience with you at each interaction.

For example...

Let’s say you have periodic meetings with the customers.

Each meeting is, of course, a Moment Of Truth.

What you need to do is break down each

phase of the meeting right from the moment the customer walks through your door to the moment they leave...

- What happens as they enter your offices?
- Who greets them?
- What do they say?
- What drinks will be provided? Etc.

All these things are very important and will make a significant difference to the ‘experience’ the customer has.

In effect, you’re systematising the whole Moment Of Truth to ensure the best possible outcome.

Step 3: Now ADD ‘Special’ Moments Of Truth

Moments Of Truth focus on ‘normal’ interactions you have with your customers. The icing on the cake is to introduce **NEW** Moments Of Truth, which heighten the experience for the prospect or customer.

Here’s a good example...

The Radisson chain of hotels is excellent at including ‘Special’ Moments Of Truth in the customer experience. Let’s compare (see table below) their approach to receiving new customers

Moment Of Truth	Good Hotels	The Radisson
Check-In	Prompt, courteous welcome and efficient checking in	Prompt, courteous welcome and efficient checking in, plus an acknowledgement that this is your first visit and a complimentary upgrade (if possible)
Entry Into Room	Maybe a complimentary bowl of fruit, bottle of water and a welcome message on the TV screen	Welcome message on TV screen. A chocolate dessert with your name written in the chocolate sauce saying ‘Welcome Mrs Jones’. A book entitled ‘This Is My Favourite...’ with the favourite recipes from 100 of the best chefs – and a complimentary note sticking out of the top saying: ‘Dear Mrs Jones, We believe this is your first visit to the Hotel. Please accept this book with our compliments’ And finally a ‘Welcome Card’ from the Hotel Manager, personally addressed.

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USING 'MOMENTS OF TRUTH' TO CREATE RAVING FANS & INCREASE YOUR SALES

with the 'standard' service of other good hotels.

These are just two Moments Of Truth – but, as you can see, by adding 'Special' Moments Of Truth to the experience, you really do set yourself apart!

So, the question is – what 'Special Moments Of Truth' can you build into the business when serving prospects and customers?

Another Great Example Of Moments Of Truth

Just in case you have any doubts about the power of Moments Of Truth and the effect it can have on your business, here's a great example of how any industry can capitalise on this fabulous tactic...

Harvey Mackay (author of 'How To Swim With The Sharks Without Being Eaten Alive') tells a wonderful story about a cab driver that demonstrates Moments Of Truth perfectly... He was waiting in line for a ride at the airport. When a cab pulled up, the first thing Harvey noticed was that the taxi was polished to a bright shine.

Smartly dressed in a white shirt, black tie, and freshly pressed black slacks, the cab driver jumped out and rounded the car to open the back passenger door for Harvey. He handed Harvey a laminated card and said: "I'm Wally, your driver. While I'm loading your bags in the trunk, I'd like you to read my mission statement."

Taken aback, Harvey read the card. It said: 'Wally's Mission Statement:

'To get my customers to their destination in the quickest, safest and cheapest way possible in a friendly environment.' This blew Harvey away. Especially when he noticed that the inside of the cab matched the outside. Spotlessly clean! As he slid behind the wheel, Wally said, "Would you like a cup of coffee? I have a thermos of regular and one of decaf."

Harvey said jokingly, "No, I'd prefer a soft drink." Wally smiled and said, "No problem. I have a cooler up front with regular and Diet Coke, water and orange juice." Almost stuttering, Harvey said, "I'll take a Diet Coke." Handing him his drink, Wally said, "If you'd like something to read, I have The Wall Street Journal, Time, Sports Illustrated and USA Today."

As they were pulling away, Wally handed Harvey another laminated card. "These are the stations I get and the music they play, if you'd like to listen to the radio." And as if that weren't enough, Wally told Harvey that he had the air conditioning on and asked if the temperature was comfortable for him.

Then he advised Harvey of the best route to his destination for that time of day. He also let him know that he'd be happy to chat and tell him about some of the sights or, if Harvey preferred, to leave him with his own thoughts. Then

Harvey said, "Tell me, Wally, have you always served customers like this?"

Wally smiled into the rear-view mirror. "No, not always. In fact, it's only been in the last two years. My first five years driving, I spent most of my time complaining like all the rest of the cabbies do. Then I decided to do things differently. I looked around at the other cabs and their drivers.

"The cabs were dirty, the drivers were unfriendly, and the customers were unhappy. So I decided to make some changes. I put in a few at a time. When my customers responded well, I did more."

"I take it that has paid off for you," Harvey said. "It sure has," Wally replied. "In my first year I doubled my income from the previous year. This year I'll probably quadruple it. You were lucky to get me today. I don't sit at cabstands anymore.

"My customers call me for appointments on my cell phone or leave a message on my answering machine. If I can't pick them up myself, I get a reliable cabbie friend to do it and I take a piece of the action." Wally was implementing Moments Of Truth, even though he didn't realise it!

This true story shows if Moments Of Truth can be so successful for a cab driver – it can work for any type of business—including YOURS!

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STEP-BY-STEP ANALYSIS OF A PROFIT-BOOSTING MARKETING PIECE

Here's another analysis of a winning Marketing Piece and an explanation as to why it worked.

This will help you understand how the Core Elements work with this particular Marketing Piece and show you how to do the same.

Remember, you can adapt all of these proven winners to your own business. This is known as "swiping" in the business. It doesn't mean copying, but you can use the basic fundamentals of each Marketing Piece and apply them to your business.

So, you can use these examples as templates for your own business—helping you increase your sales and profits further.

This month I've chosen one of my own 'Landing Pages' (stand-alone web pages) and its 'Thank You Page'.

This is a very powerful concept missing from most businesses. The Landing Page (see page 10) is offering my FREE Scientific Marketing Makeover whereby I show business owners how to improve any of their marketing pieces using the Core Elements (the tactics that make marketing work). But that's only half the story... Then when someone completes their details they are taken to the 'Thank You' page whereby they are then instantly offered our FREE 'Roadmap'. This is the software we use



to analyse the strengths and weaknesses of a businesses sales and marketing, followed by the steps required to make the improvements. It's a great piece of software and people love it..

Industry: Business growth.

The Results: 82% of people who request the Marketing Makeover also request the Roadmap.

Why It Works So Well:

1. Offering your primary product or service straight after a prospect or a customer takes an initial action, is capitalising on the psychological trigger whereby the prospect or customer is in a 'state of happiness' and much more likely to progress through your sales funnel immediately after taking a positive action. It's why up-sells and cross-sells work so well.
2. Both the Landing Page and the Thank You page are focussed tightly on the target market (the owners of small- and medium-

sized businesses.

3. Who wouldn't want to get one of their primary sales and marketing pieces evaluated to see how they could be improved? The offer is strong and requires no risk on the part of your prospects.
4. The offer on the Thank You page is equally irresistible. Our Roadmap software is the only one of it's kind (that I'm aware of) that will show any business owner where the gold is hidden in their business just by answering 50 yes/no style questions. Within 30 minutes the business owner has a thorough analysis of their business from a business growth perspective!

FREE SCIENTIFIC MARKETING MAKEOVER

Want to improve the results of your marketing for ZERO extra cost? During the month of January I'm offering 6 completely **FREE** 'Scientific Marketing Makeovers' (normally £297).

I'll analyse your marketing piece and give you a 22 page easy-to-read report showing you **EXACTLY** how to optimise your results. I'll even give it an 'Effectiveness Score' broken down into the 9 'Core Elements' making it easy for you to make instant improvements. Full details here:

www.clairebuckmentoring.com/smm-claire-buck

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STEP-BY-STEP ANALYSIS OF A PROFIT-BOOSTING MARKETING PIECE

THE SCIENTIFIC MARKETING MAKEOVER

Changing The Marketing DNA
To Maximise Your Results
With No Increase In Costs

Get This FREE!

Instantly & For ZERO Cost
Maximise The Results Of Your
Most Important Marketing
Strategy

Simply Click on the button below to get started

YES! I Want This!

THIS IS A FREE SERVICE. NO CREDIT CARD REQUIRED

🔒 We respect your privacy and will never share your details

FREE SERVICE

The Scientific Marketing Makeover is normally priced at £297. For a limited time this leading-edge service is FREE

ZERO COST

The improvements we suggest to maximise your results can ALL be made with ZERO extra cost

FAST & EASY

You'll be able to implement the improvements quickly and easily, bringing you results fast

Instantly And With Zero Cost... Improve Your Results From 25% – 550% (Often More)

With the 'Scientific Marketing Makeover'

9 CORE ELEMENTS

I
1 TM
Target Market

II
2 D
Differentiation

3 H
Headline

4
5

How We Get Improvements For You

- ✓ **CORE ELEMENTS:** After decades of testing and literally tens of thousands of tests we've discovered that there are 9 key tactics that make marketing work.
- ✓ **IDENTIFY:** To improve the performance of any of your sales and marketing strategies, we first identify which Core Elements are present (and which ones aren't)
- ✓ **STRENGTH:** We then analyse each Core Element in turn and evaluate its strength in terms of likely performance
- ✓ **SUCCESS FORMULA:** Each Core Element has its own 'Success Formula'. In other words, each Core Element it is made up of 2 or more critical parts. Here's an example...

The Landing Page for my Scientific Marketing Makeover

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STEP-BY-STEP ANALYSIS OF A PROFIT-BOOSTING MARKETING PIECE

THANK YOU!

We've sent you an email with details on sending us your marketing strategy. But before you take a look, would you like to further accelerate the growth of your business for FREE? If so please read on...



SALES ACCELERATOR ROADMAP

FREE TODAY

FIX YOUR MARKETING
And Increase Your Sales & Profits In
Less Than 45 Minutes As Our
Software Pinpoints Your
'Opportunity Areas' & Shows You
Exactly What To Improve...

Simply click on the button below to get started

YES! I Want This!
THIS IS A FREE SERVICE. NO CREDIT CARD REQUIRED

🔒 We respect your privacy and will never share your details



FREE SERVICE
The Sales Accelerator ROADMAP is normally priced at £497. For a limited time this leading-edge service is FREE



PINPOINT ACCURACY
After answering a series of 'yes/no' type questions our software will accurately analyse your sales and marketing



STEP-BY-STEP
Our software will then give you a step-by-step ROADMAP on what to improve/add in sequential order

The ROADMAP Uses 'The FORMULA' Our Proven Business-Building System To Pinpoint All The Gaps & Provide A Step-By-Step Solution To Grow Quickly

Over 26,000 Businesses Benefiting Right Now

The Thank You page promoting the Roadmap

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THE LAST WORD ONLY YOU WILL DETERMINE YOUR SUCCESS (OR NOT)

Love them or loathe them, politics in every country across the world are followed closely by millions of people. Don't worry I'm not about to nor will I ever discuss politics in these pages

I just want to point out that as entrepreneurs and business owners we should never be looking for governments or anyone else to shape our future.

You must be the conductor of your own orchestra. In other words, you should be working to build a business that doesn't rely on outside forces to determine your success. Of course, the pandemic is another harsh example of an outside force that can obliterate a business.

One thing's for sure, no matter which country you reside in, the government is increasingly making it harder and harder for you to make money, with their stealth taxes and introducing legislation which cuts into your profits.

As entrepreneurs, we cannot of course rely on the government. We are (or should be) 100% in charge of our own destiny. Yes, it makes sense to make your business impregnable (as far as you can) to potential legislation changes, but your earning power is reliant on one person: YOU.

I also know it makes little difference to us who holds government because they have little effect on our businesses, irrespective of the legislation they pass during their term.

Frankly, as business owners and entrepreneurs we are in a wonderful position. We can run our companies as we choose (within the legal guidelines, of course) and as long as the government allows us to keep doing this, then we are in charge of our own destinies.

That's ultimately what being an entrepreneur is all about. FREEDOM to make as much money as we can and live our lives as we choose. Enjoy the privilege!

"TRANSFORM THE RESULTS OF YOUR
MARKETING IN JUST 5 DAYS"

Introducing the... 'SELL MORE STUFF' CHALLENGE



What would it mean to you if from the comfort and safety of your home or office you could, in just 5 days, lay the foundation to increase your sales by 10%, 25%, 50%, 100%... or more?

Well...you can with the **FREE SELL MORE STUFF CHALLENGE...**

Better still... you can do it WITHOUT spending a penny more than you're doing right now!

Get all the details here:

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challenge-claire-buck](https://www.clairebuckmentoring.com/challenge-claire-buck)**

PUBLISHER: Claire Buck Lifestyle & Business Coaching - Contact Us Anytime...

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