

want to go and the capabilities to reach it," Goudreau says. "Many don't have the foggiest clue of what they are doing, but they believe the long hard hours alone will make them successful. The truth is, it doesn't work like that."

Driving Home the Message

When he is not on the road talking with contractors, he is busy working with them one-on-one. "We have a couple of ways that we work with contractors, but rather than hire me as a consultant, I encourage them to join my Golden Hardhat Program. This gives them six months unlimited access to me by phone, e-mail or fax, to coach and mentor them into improving their business skills and reaching their goals" Goudreau says. "It is so effective in showing them how to do it right and so cost effective in terms of money, everyone comes

out ahead."

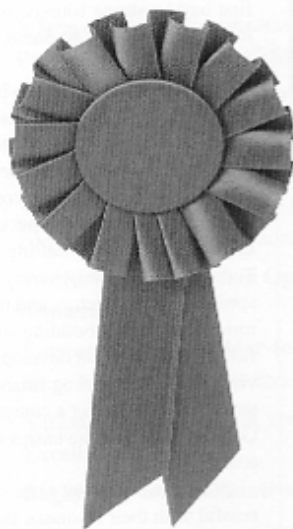
How many really understand the message? "More than we imagine," Henry states. "I have a repeat attendance of approximately 87%. The best comment came from a repeat attendee last year when I spoke at the National Frame Builders Expo 99. I had back-to-back presentations of the same program. After I completed the first presentation there was a ten-minute break before the second presentation. With hardly anyone getting up to leave and new attendees coming in, seating was scarce. I was taken back at the number of familiar faces and asked them why they stayed for the second program. One contractor said I gave out so much powerful information, he was certain he missed most of it and wanted to stay for the repeat program so he could capture what he missed."

In addition to his busy speaking schedule, Henry conducts his own

educational seminars. As a provider of approved continuing education courses for Florida licensed contractors, Henry will be on the road from now until next September. He draws from an elite crowd of "professionals" as he calls them. "Any contractor who can admit that they need help and is willing to seek it out, in my book is a professional" Henry comments. "That makes him my kind of people."

Henry Goudreau - The Contractor's Business Resource - teaching professional skills to the professionals. ♦

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