

## Brad Sugars & Action Coach @ [www.ripoffreport.com](http://www.ripoffreport.com)

Have just hit on this and believe you probably got it right in your first post. If you have done well with ActionCoach that's fantastic. You are part of the very small minority that does.

ActionCoach does everything in it's power to make sure that it is very difficult for anyone to get an accurate picture of how well it's franchisees do. Denying the facts, Brad Sugars claims that it is illegal to publish average earnings figures for franchisees but there is nothing illegal whatsoever about doing this as long as it is done in compliance with the rules covering item 19 of the FDD. Maybe the real problem is that the figures don't look too good.

On the 15th September 2009, on a blog called <http://www.soulcast.com/post/show/248750/Brad-Action-Coach>, someone published a screen copy from the ActionCoach website [www.actionmembers.com](http://www.actionmembers.com) showing average earnings for franchisees in the U.S.

The image was published on Imageshack and ActionCoach quickly had it removed but not before quite a few people downloaded the data, from June 2009, and this is what it showed.

Total Coachs:295

Bronze Level (grossing less than 6k/month):62.37%

Silver Level (grossing 6 - 12k/month): 20.68%

Gold and above (Grossing more than 12k/month): 16.95

This screen copy is attached to this report.

From these gross earnings franchisees need to deduct a monthly royalty of 1.8k, a monthly marketing fee of 5% plus their business expenses. Not too difficult to conclude that most franchisees are making very little money which makes it easy to understand why Brad Sugars is not a big fan of item 19 of the FDD.

The number of Coaches, 295, is also an interesting figure because at the time, on Entrepreneur.com, ActionCoach was claiming to have 496 franchisees in the U.S. Even allowing for about 30 M.L.'s, it looks like the figure on Entrepreneur.com was overstated by at least 150.

In December 2009 ActionCoach revised the figure on entrepreneur.com down to 445 but counting the number of franchisees listed on the website [www.actioncoach.com](http://www.actioncoach.com) it is impossible to find more than 300 people.

It also appears that from a starting total of 310 people listed in the June 2008 FDD, 113 had left the ActionCoach franchise by September 2009.

All of that adds up to a lot of very big questions about what ActionCoach is up to and basically supports the conclusions in your first post.

Finally, the sites where third party information about ActionCoach can be found, such as Soulcast, have come under constant attack from spammers and hackers. In early September 09, one of the most active and informative sites, unhappyfranchisee.com, was taken out completely by hackers. No proof who did it of course but, given the facts, who do you think might be responsible?

The screenshot shows a web browser window with the URL <http://www.actioncoach.com/portal/system/department/pending>. The page is titled "ActionCoach MEMBERS" and contains several filter sections:

- 1 Select Report Region / ML:** Region: All, Country: United States, Territory: All, ML: All.
- 2 Select Report Currency:** Report Currency: American Dollar,  Exclude coaches with no KPI data.
- 3 Select Report Months:** Start Month: June, 2009, End Month: June, 2009,  Lifetime, Go.
- 4 Report Information:** Print Full Report, Print Summary, Export Full Report, Export Summary.

The main content area displays a "Coach Summary by level" table:

Bronze	62.37% (184)	Emerald	0.34% (1)
Silver	20.68% (61)	Diamond	0% (0)
Gold	14.92% (44)	Million Dollar	0.34% (1)
Platinum	1.36% (4)		
Total Unassigned	18		
Total coaches who have not entered data	29		
		Total Coaches	100% (295)
		Overall Gold and above	16.95% (50)

<http://www.ripoffreport.com/Business-Consulting/ActionCOACH-Business/actioncoach-business-coachinga-46jja.htm>