John McCarthy

£600,000 found across two client businesses

John McCarthy passed the Royal Marines commando officer assessment as a teenager. He then spent six years as a business coach with another global organisation, working 12 to 14 hour days. Today he's the Profit Sherpa, advising owners of law firms in the UK, the US and beyond.

£600,000
of savings found across two client businesses

£357,000
more profit for one firm in a year

Global
Coach of the Year 2024



Before	Royal Marines officer, then six years in another coaching organisation
Advises	Owners of law firms in the UK, the US and beyond

If you're asking

"I've been burned by a franchise or coaching organisation before. Why would this be different?"

This is John's answer.

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01 Before

John's clients got results. His own business didn't. The model he had bought into told him the answer was always to work harder, and he already outworked everyone. "When I stepped out of that, I realised it wasn't me. I was in the wrong vehicle."

He and his wife made the call together: he couldn't keep putting the family through it.

> "Just do what Pam and Zander tell you. That's it. The system absolutely works."
>
> John McCarthy

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02 The build

Two things changed. The first was the client method. The Profit System fixes cash first, then profit margin, and only then looks at growth. "We always get dragged off with other shiny things."

The second was his own business. He stripped it back, stopped chasing the idea of the week, and followed the system: the right market, campaigns that run without him, and one sales process. He passed £10,000 a month within his first year, something he had never managed in six.

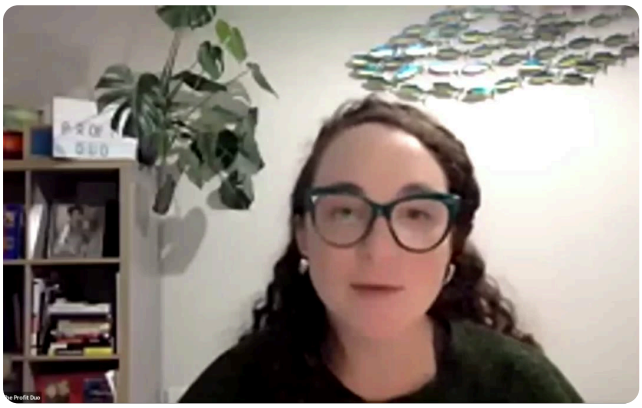
03 Now

Across two businesses, John found £600,000 of savings. One of them was about to go under when he met the owner. This year, two law firms turning over around £3 million each found more than £500,000 of extra net profit within the first few months.

Another firm finished its year £8,000 down on revenue but £357,000 up on profit, with fewer hours and a happier team. Its senior partner had said "next year I'm retiring" for five or six years. Now his replacement is starting.

In their own words

As it happened



Law firm partner calls John brilliant

Watch · 17 sec



My business kept running even when I couldn't get out of bed

Watch · 37 sec



John McCarthy
yesterday · Wins

£600,000 in cost savings across two businesses

My client said this...

"You're like the magic wand that comes into business and sprinkles fairy dust. You have a good framework, a good programme to follow, and you know how to adapt it to where that individual is at."

"Between two businesses, I found £600,000 worth of cost savings."

When I met Kim, her business was about to go under. Within a month, we found £600,000 in savings.

It's not fairy dust. It's the PROFIT programme.

I cannot tell you how good this programme is and the difference it's making in people's lives.

Like 29 | 14 comments



John McCarthy
1 month ago · Wins

6-month programme with 6 HoDs, £1,000 pcm

A lead from Malaysia reached out after reading my LinkedIn posts. He wanted 1 hour of coaching for one of his top Heads of Department.

I upsold to a 6-month programme for all 6 HoDs at £1,000 per month. With the conversion rate, it is £5,000 pcm for him.

The goal is to build their commercial acumen so he can hand over the business and retire. Planning a business trip to Malaysia in the next 6 months.

Like 34 | 14 comments

BUSINESSCOACH ACADEMY

What John would tell you

"You can be an absolutely fantastic coach and still not have a system that works. I was a great practitioner with rubbish marketing and a rubbish business model to follow. That's what the BCA brings."

John McCarthy

See if it's a fit

A 15-minute call with Pam, our co-founder.

businesscoachacademy.com/bookacall

Read it online, with the videos

John McCarthy's full story.

businesscoachacademy.com/case-studies/john-mccarthy

Results vary with experience, market and effort. Figures are in the member's own words.