

SMALL BUSINESS PLAYBOOK



REAL-LIFE SUCCESS STORIES

FROM THE FRONT LINES

INTRODUCTION

Over 40,000 small businesses are powered by Infusionsoft sales and marketing automation.

In this playbook, you'll hear from some of them directly.

Top Infusionsoft customers reveal the ideas, tactics, and strategies that work best. No matter what your marketing goals are or what kind of business you work in, you'll find practical tips and inspiration inside.

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CUSTOMER GROWTH



LAMAR TYLER

TYLER NEW MEDIA

LAMAR TYLER, TYLER NEW MEDIA

What's Your Story?

Tell us why you started your business.

We were fed up with the pervasive negative images of African American marriage in the media, so we started a blog to combat the negativity by focusing on positive messages about marriage in the community.

Armed with a passion for empowering married couples and our knowledge of how to leverage social media, we've taken our site, Black and Married with Kids, from a small personal blog to an international brand under our Tyler New Media umbrella, which also contains four independently produced films and a social media presence that includes over 400,000 Facebook fans.

Please describe your business in detail.

The core of our business is our blog, BlackandMarriedWithKids.com, which we started in December 2007 to encourage, promote and equip marriages in the African American community. In 2009, we started creating documentary films around the same focus to gain more exposure and further promote our brand. We now have four films that we've done on marriage and parenting, with two more releasing soon. We also have a large social media presence, including a Facebook page with over 400,000 fans, and we work with many of America's largest brands on social media campaigns and outreach focused on reaching African American families.

We hold events for our couples, including sold-out, seven-city screening tours whenever we release a new film, workshops and conferences. Plus, we hosted our first cruise to Roatan, Honduras, and Cozumel, Mexico.

The primary source of revenue for our business is our films and other marriage strengthening products (such as e-books and audiobooks), home-based study systems, and a membership site that connects couples who need help with therapists and coach-led training sessions.

Since joining Infusionsoft, our email list has grown 1,200 percent, and our revenue has grown 566 percent.

Results and Business Metrics

Metric	Before Infusionsoft	After Infusionsoft
Annual Revenue	\$75K	\$500K
# of Employees	1	3
# of Leads/List Size	9,000	119,262
# of Customers	639	9,286
\$ Spent on Advertising (Per Mo.)	\$0	\$12K
Hours working on Your Business (Per Week)	72	48
# of Vacation Days (Per Year)	5	10



tylernewmedia.com

What other systems were you using before Infusionsoft?

Before Infusionsoft, we were using a hodgepodge of systems that were all independent of each other. For most product sales, we used PayPal buttons directly on our website, and for our films, we pushed customers to purchase on Amazon. This was a problem because Amazon didn't share the customer email addresses with us, which caused us to start from scratch with our marketing each time we released a new film. For events, we used Eventbrite, and for email we used Fanbridge. There was no communication between the systems.

How did you hear about Infusionsoft? Why did you buy Infusionsoft?

I saw it on the bottom of an email newsletter I was subscribed to. As soon as I spoke to a representative, I knew Infusionsoft would give us the back office systems we needed to begin capturing the large volume of traffic we were receiving on our blog and help us turn those readers into customers.

Did you work with an Infusionsoft partner to set up your application?

Not initially. For the first year, we primarily just used it for email, light customer service and the shopping cart. After attending a local user group, we worked with GetUWired and later Success Engine, Sixth Division, and Jermaine Griggs.

How has Infusionsoft affected your business? What is the one thing you've implemented with Infusionsoft that has made the biggest impact?

Infusionsoft has provided an engine to run our business. We had a massive, growing audience and a huge social media presence with no consistent way to monetize them. Infusionsoft gave us the systems to begin capturing our readers so we could learn more about them, nurture them, turn them from readers into customers, and then WOW them with our customer service.

Our lead generation through Infusionsoft web forms and campaigns has allowed us to grow our email list from just 9,000 people to over 117,000 people. We've achieved this through free e-book downloads, free relationship videos, and email-based marriage challenges that we run and fulfill through automated Infusionsoft campaigns. Having this increase in list size has had a direct correlation to our increase in revenue.

How has Infusionsoft affected your personal life?

Having Infusionsoft has allowed us to operate like a huge business to our readers and customers, while only being run primarily by my wife and me. It has stabilized our income and allowed my wife, Ronnie, to leave her full-time job to fully join the business, which has had a major impact on our home life.

Infusionsoft also has helped us do a better job of serving the millions of readers who come to our website looking for encouragement and help for their marriages. Each day, we receive email responses from around the world thanking us for the work we do.

Have you had the opportunity to give back? If so, how?

We totally believe we followed our passion around promoting positive images of marriage in the African American community and discovered our purpose. Through our website and with Infusionsoft's help, we now deliver all types of marriage resources and tools free of charge to couples all around the globe. These tools are having a direct impact on their marriages, and better marriages make better communities, leading to a better world for us all.

Which Infusionsoft features do you use?

- ✓ Contact Management
- ✓ Marketing Automation
- ✓ Sales Automation
- ✓ E-commerce
- ✓ Infusionsoft Add-ons

Describe your process for attracting and capturing leads. What advertising channels do you use to reach your target market (PCC, direct mail, Facebook ads, events, etc.)?

We promote relationship articles from our website across social media platforms (such as Twitter, Facebook, Instagram, and Pinterest) to drive readers back to our site. Once they get to the site, we have opt-in forms on the sidebar, a pop-up that appears once for each visitor, ad banners, and other indicators around the site that point to lead magnets. We also have lead capture forms that we direct traffic to and from Facebook and Twitter.

Describe your lead generation content and magnets (reports, webinars, blog posts, etc.).

Our primary lead generation content is a free four-part video series on how to have unbreakable relationships. Once they opt in to this video series, we capture their first name and email address at a minimum. After they provide that information, we send them to a secondary survey (which is an Infusionsoft web form) to capture more detailed information like phone number, address, marital status, anniversary date, interests, and more information that will help us to serve them better.

We set up our video series based on a strategy used by previous Infusionsoft Ultimate Marketer Jermaine Griggs. The speed at which the videos are delivered is based on how quickly they are consumed by the viewer. This allows us to speak specifically to each person based on their consumption by either cheering them along for taking action so quickly or encouraging them to finish by sending reminders and testimonials.

We also do free webinars for singles and couples, free e-books (5 Things You Need to Know About Marriage), and email-based marriage challenges (7-Day Communication Challenge, 5-Day Spiritual Intimacy Challenge).

Describe the results you've seen from your lead generation efforts (list growth, return on investment, etc.).

Since joining Infusionsoft, our list size has grown from 9,000 to 117,000 people specifically interested in our marriage and relationship information. In one year alone, we captured over 55,000 new leads. During our three years with Infusionsoft, list growth has directly correlated to revenue growth.

We also send our list one sale each month, which accounts for an average of 23 percent of our monthly online sales revenue. This list also gives us a group of warm leads, who we market to through Facebook ads and custom audiences. The Facebook ads that we create from our custom audience of leads accounts for the remaining majority of our online sales revenue.



Describe your process for nurturing leads. How do you segment contacts for targeted follow-up?

We segment contacts by having them complete a secondary survey via an Infusionsoft web form when they initially sign up for our primary lead magnet, the four-part video series on unbreakable relationships. We periodically send out the same survey via email to anyone who didn't complete it initially or was captured through a different method.

We then share different content and sales offers based on their answers in the survey. We also create actions to tag a reader's contact record based on what they click in each email.

For example, if we send an article about regaining intimacy and they click that tag, we can send them more information and offers later with products that address their specific problem area. Or, if they click an article about saving marriage from divorce before it slips away, we can present them with an offer for our home-based study system, New Year New Marriage.

Describe your lead nurturing process and content.

We send our marriage and relationship articles to our readers to keep them engaged and nurture them until they are ready to buy.

Each article has a direct message from us at the top explaining why we are sharing that article (e.g., it was very popular on the site, it's sparking great discussion, we've seen a lot of couples who are facing this issue, etc.). When we meet readers, they often tell us they feel like the emails are speaking directly to them and are being forwarded from a friend. The emails come directly from one of our personal email accounts.

We also have an anniversary campaign that we run based on the anniversary dates our readers input into their original survey web form. I got the idea from [fellow customer] Burleson Orthodontics and their birthday campaign.

The campaign works like this:

1. Two weeks before the couple's anniversary, they receive an email sharing some things they can reflect on as it approaches.
2. One week before their anniversary, we send an email full of ideas and activities they can do on the big day.
3. On their anniversary, they receive an e-card with a special message from us celebrating them on their anniversary, plus a time-sensitive offer on our products.

They LOVE this, and we get thank you responses back most days of the week.

Describe the results you've seen from your lead nurturing efforts (conversion rate, percent increase in sales, return on investment, etc.).

Our revenue has grown 566 percent since starting with Infusionsoft, and having a real nurture process to help transform our readers into customers has been a major part of that success. Before, we were just sending random blog posts via email, but now we are able to target readers based on their pain points and offer our products and services as solutions to those issues. We have a better ability to speak directly to each individual instead of blanketing everyone with the same message. This is what we did before, and it was not very effective.

Campaign Builder

Back to Campaign Sequence Saved at 12:35:41 pm **BMWK Anniversary Email Sequence** Ready

Edit Performance

View: Active Unique Contacts: 5301 Displaying: CURRENT Refresh Data:



What kind of online sales tools are you using (shopping cart, order forms, etc.)?

My favorite online tool from Infusionsoft is hands down the order form. Instead of waiting or asking customers to fish around in our shopping cart, I now send them directly from emails or sales pages to check out using the order forms.

We've also broken down our check-out process into two steps that allow us to run a cart-abandonment campaign. Step one allows the customer to enter billing and shipping information. Step two processes the payment. If the order isn't completed within 30 minutes the customer receives an automated email from us asking if they have any questions or had any difficulty processing their order. We follow up the first email with three more over the next five days, increasing the discount/offer with each email. On average, we're able to recover 20 percent of the orders that have been abandoned.

We also use the API via [fellow customer] Jermaine Grigg's "One Click Upsell" plugin. Whenever someone purchases from our sales page, they are redirected to a second offer at a deep discount. If interested, we offer a one-click upsell since we already have their credit card information on file. This allows them to have a faster check-out process on the second payment, instead of requiring them to enter all of their information again.

Do you use any of Infusionsoft's promotional tools to increase sales, such as discounts, upsells, or payment plans?

We use several of Infusionsoft's promotional tools, and they all contribute to sales! We use discounts/promos for special offers and deals like free shipping. We use in-cart upsells that work very well for our complementary products, such as a facilitator's guide that goes with one of our films or a book that's featured in a film.

We also use payment plans to make our products affordable for couples who need the help but may not have all of the funds available immediately. Being able to offer payment plans immediately increased revenue and gave more customers access to our tools.

Describe your results (annual revenue, increase in sales, conversion rate, etc.).

Our automated cart-abandonment campaign alone has recovered 20 percent of the sales that we didn't even know were walking out the door prior to this year. That's huge! We've also generated an additional 14 percent in revenue from our primary product by having a one-click upsell.

Implementing the cart-abandonment campaign, in-form upsells, one-click upsells, and payment plans have been key reasons we've increased online sales 332 percent over the past 12 months.

Describe how you use Infusionsoft to streamline the product and/or service delivery process.

Before Infusionsoft, we were not doing a good job of wowing our customers. We didn't have any type of follow-up process in place after they placed orders. Every year when we released a new film, we would receive emails from customers who ordered the previous year saying they never received the last film. We had no way of knowing if orders showed up because they never contacted us, and we never asked.

Now for our physical products, we have a three-part sales follow-up campaign in place:

- Step 1:** Welcomes them to our family and sets the expectation of when their product will be shipped and delivered. We also share some of the free resources available on our site in the meantime.
- Step 2:** Confirms their package has arrived. We ask for feedback so we can make sure they are a satisfied customer.
- Step 3:** By now, they should have read the book or watched the film, and we ask for a referral. Instead of asking them to refer a friend to our products, we ask them to share our free four-part video series that serves as our primary funnel.

For our digital products, they are either delivered immediately through Infusionsoft or the customer is sent a link to access, stream or download the product via our CustomerHub site.

How do you upsell customers and/or get repeat sales?

Before Infusionsoft we didn't have any way of knowing who ordered what, so everyone saw every offer, and this caused major headaches. Now, since we tag customers based on their purchases, they never see an offer for a product they already own. As they progress through campaigns, they are promoted to dedicated sales sequences, and then, we present offers based on the tags they have using a decision diamond. This way, we're encouraging them to purchase the next item on their path without offering something they already own.

How do you get referrals and testimonials?

The second step in our “three-part sales follow-up campaign” is great for gathering testimonials. One of the questions I ask them is to share their story with me if they feel like we delivered great value. This creates a continuous stream of testimonials. Later, when we need a testimonial for an email or landing page, we just go into our email archives and pull one from the group.

We also have automated emails that ask how they are doing, what they think, or if they have any feedback as they progress through our membership site. Whenever we receive a great testimonial, we confirm with the customer that it’s OK to publicly share it (they always agree), and we incorporate it into our marketing materials. These testimonials from other singles and couples represent the products better than we ever could.

Describe your results (customer satisfaction, number of referrals, repeat sales, etc.).

Even though our emails are automated, we constantly receive replies from customers saying how personable and professional our company is. Customers also rave about the follow-up and attention they receive from the emails. Plus, we no longer have to worry about customers not receiving their products, and we’ve significantly cut down on emails from customers asking about our process because we’re proactive and tell them what to expect.

What product/service do you provide access to via CustomerHub?

Our primary use for CustomerHub is to deliver 12 training modules for customers enrolled in our membership site, the BMWK Relationship Academy. We have two separate tracks for the academy, one for singles and one for couples.

We also use CustomerHub to deliver several other digital products we sell, like video trainings and audiobooks.

How do you use CustomerHub? Which specific features do you use to leverage CustomerHub (i.e., permission levels, content hosting, account management)?

The primary features we use are the permission level and content hosting features. We set the permission levels as custom, based on tags the customers have in Infusionsoft. This allows us to lock down access.

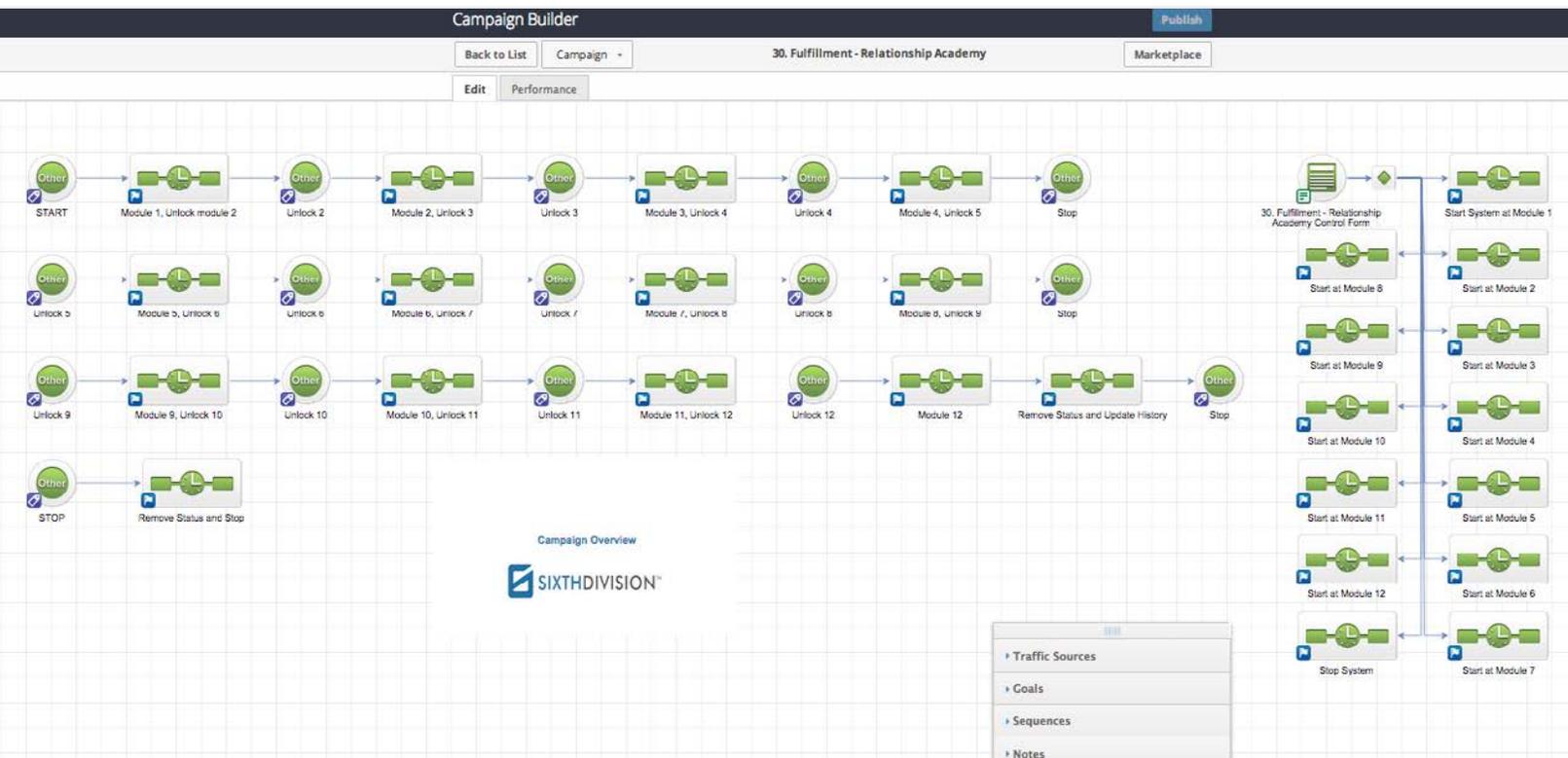
For our membership site, the BMWK Relationship Academy, we use a campaign created by Infusionsoft partner Sixth Division. It drips content by tagging users, who then gain access to new content. Then, we send them an email letting them know the next month’s training has been unlocked. We also follow up with insightful questions, testimonials from other members, and encouragement via email leading up to the next month. This encourages members to remain engaged and to consume the current training before the next month’s is released. The best part is that everything is automated!

We also have a library of webinar recordings hosted in CustomerHub that are only available to Academy members. It’s extremely simple for us to host the replays there and for members to access them.

While we originally purchased CustomerHub just for the membership functionality, we’re quickly incorporating all of our digital products into the platform because it’s so easy to host the assets and deliver protected access.

Have you used the Facebook integration? If yes, please elaborate on your experience in using this feature.

Facebook is the preferred social media network for our readers and customers, so the Facebook integration is perfect. It allows our members to comment and share thoughts on each training module we supply. We also offer a private Facebook group for our members, so the integration inside the membership site just makes sense for our brand.



Describe your results (revenue generated, revenue collected, etc.).

Our membership site currently generates an additional \$3,100/month in revenue. We expect that number to greatly increase with the addition of automated webinars, which will lead to a trial offer. We also plan on implementing a trial offer into our current upsell process. In addition, we've doubled sales of our primary product offer (a series of films) by adding additional digital products that are all housed in CustomerHub.

How are you using social media to market your business (i.e., targeted ads, contests, branding, lead generation and capture, etc.)?

Our primary platform is Facebook, which is the primary source of traffic to our website. The majority of the 400,000 unique visitors we see each month come through Facebook to read our articles and join our email list.

This year, we also started using Facebook ads with custom and lookalike audiences, and it completely changed our business. Facebook ads were the primary driver behind the 332 percent increase we experienced in online sales this year. Plus, they've helped us accumulate likes, shares, and comments from previous customers saying how much they loved the films and encouraging others to buy. That is priceless!

We're able to include Facebook tracking pixels on our Infusionsoft order forms to track ad performance as well.

How are your social campaigns integrated with Infusionsoft?

Our Facebook and social media efforts lead to landing pages that incorporate Infusionsoft order forms and web forms, which lead to follow-up campaigns and lead generation campaigns. Infusionsoft is the engine behind our social media marketing efforts. It allows us to capture organic and paid traffic generated through social media to help turn readers into customers.

Please describe the results you've seen from using social media to market your business. (Please provide data on increase in followers, customers, ROI, etc.)

We sold \$24,000 worth of our film bundles (four DVDs sold together). The next year, that number increased to \$201,000, and the difference was Facebook!

We previously knew the power of social media for influence and generating traffic because it provided pageviews and ad revenue to our website for years. But we unleashed the beast and the real power that social media possesses.

For us, it was a total game changer! Infusionsoft gave us the backend to handle the leads, sales, and fulfillment. It was truly the perfect combination.

REVENUE EXPLOSION



DAMIEN SANCHEZ

DC MOSQUITO SQUAD

DAMIEN SANCHEZ, DC MOSQUITO SQUAD

What's Your Story?

Tell us why you started your business.

I'm a full-time firefighter. I wanted to be a good steward of my savings and invest it wisely. At the same time, my wife and I were starting a new family, and we wanted her to be able to stay home with our children. So, I started the business to provide a second income stream to support them and enable her to invest more time in our children.

Please describe your business in detail.

DC Mosquito Squad is a public health pest control company. We specialize in the eradication of mosquitoes and ticks on residential and commercial properties.

What other systems were you using before Infusionsoft?

Before Infusionsoft, we were using paper folders, QuickBooks, and spreadsheets. We tried SugarCRM and QXpress before we found Infusionsoft.

How did you hear about Infusionsoft? Why did you buy Infusionsoft?

I read a blog while I was looking to replace Constant Contact for emailing. The blogger shared several platforms, and Infusionsoft was listed. I went to the website and watched every video on it. [Infusionsoft co-founders] Clate and Scott asked all the questions I had as a small business owner, and I was convinced it was what my business needed.

Did you work with an Infusionsoft partner to set up your application?

No, we do all things in house.

How has Infusionsoft affected your business? What is the one thing you've implemented with Infusionsoft that has made the biggest impact?

Infusionsoft has helped me manage my business, not merely participate in it. Tasks have been huge in our business. We were able to create a workflow with tasks that enable us to divide our workload evenly in a seasonal business, using brand new people each year.

Results and Business Metrics

Metric	Before Infusionsoft	After Infusionsoft
Annual Revenue	\$1M	\$2.3M
# of Employees	6	15
# of Leads/List Size	0	11,172
# of Customers	1,800	4,500
\$ Spent on Advertising (Per Mo.)	\$4.1K	\$10K
Hours working on Your Business (Per Week)	40	15
# of Vacation Days (Per Year)	7	40



How has Infusionsoft affected your personal life?

It has allowed me to spend more time with my family, while also allowing me to work on building the business versus working in it.

Have you had the opportunity to give back? If so, how?

We recently started working with Malaria No More to bring awareness to malaria in the Washington, D.C. metro area.

Which Infusionsoft features do you use?

- ✓ Contact Management
- ✓ Marketing Automation
- ✓ Sales Automation
- ✓ E-commerce
- ✓ Infusionsoft Add-ons

Describe your process for attracting and capturing leads. What advertising channels do you use to reach your target market (PCC, direct mail, Facebook ads, events, etc.)?

We pursue current customers in our annual renewal process, and Infusionsoft is a big part of that process.

We create infographics to promote on Facebook and use PPC, retargeting, display ads, and organic content creation to build our search rankings. We also promote our reviews and encourage customers to leave reviews on a number of sites that integrate into our site. We recently added handwritten thank you cards to our sales sequence and started monitoring our NPS score on a regular basis.

Each year, we allocate 30 percent of our advertising budget to test marketing. This year, we will be adding a referral partner program to complement the referral credits we offer. Another test marketing campaign we will be implementing is a t-shirt campaign, which will deliver packages with a high quality t-shirt, a review card, and easy instructions to renew.

Describe your lead generation content and magnets (reports, webinars, blog posts, etc.).

We have a unique sales process. It's heavily dependent on which areas have mosquito problems, so we try to be everywhere potential customers in those areas would look. We write about four to five blog posts each month using common search terms. We also boost our infographics on Facebook and use Every Door Direct Mail, Valpak, and other print media to build brand awareness.

How do you get leads to opt in to your marketing list (landing pages, forms, etc.)?

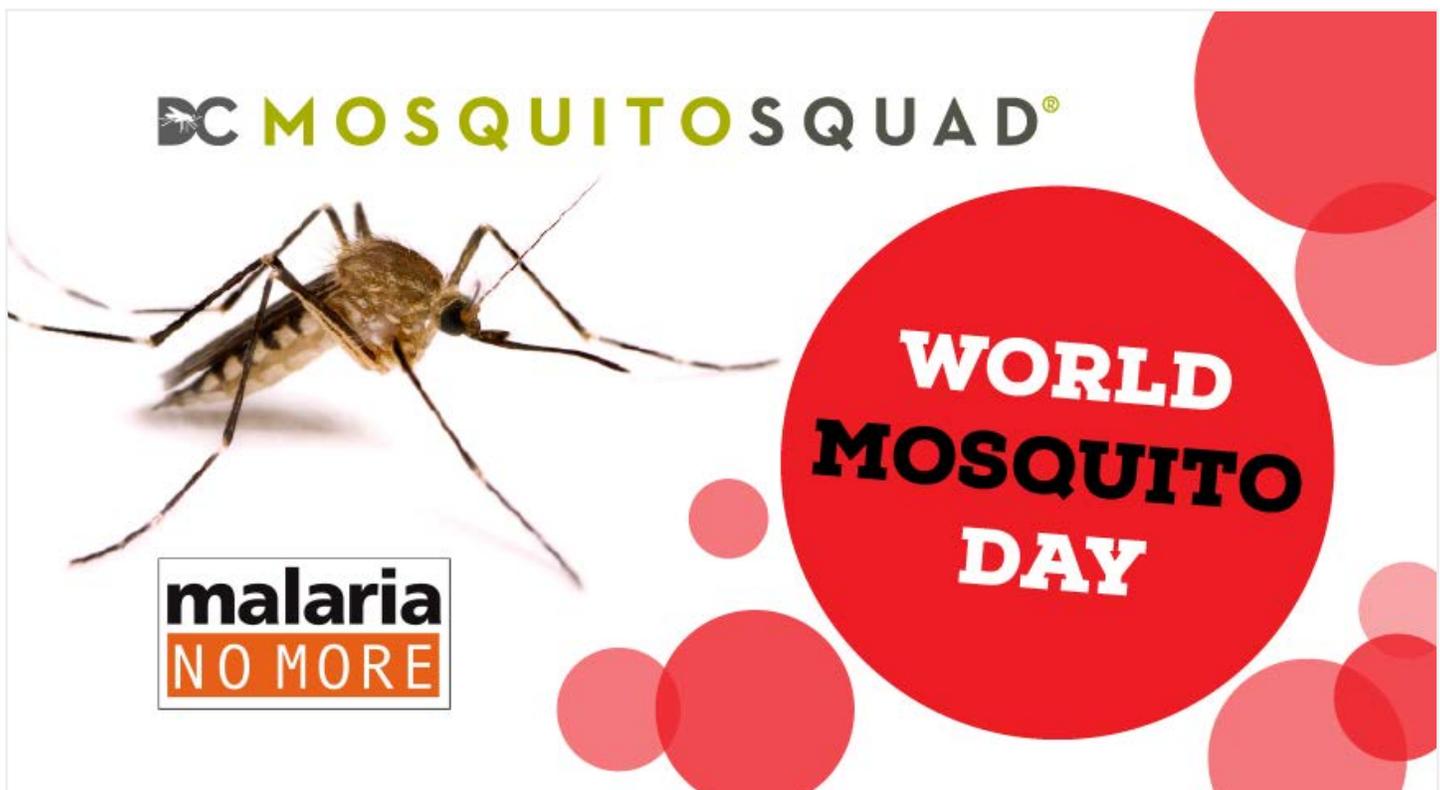
Because we deal in pest control, we try to speak to every person who contacts us. During the sales process, we ask if it's OK to email them.

Describe the results you've seen from your lead generation efforts (list growth, return on investment, etc.).

We have quadrupled our customer base.

Describe your process for nurturing leads. How do you segment contacts for targeted follow-up?

We segment our leads into "Current Customers," "Customer Renewal Sequence," and "Long-Term Nurture." We also divide customers based on the type of service they use.



Describe your lead nurturing process and content.

About 80 percent of our efforts are focused on renewals of existing customers each year. Non-customer sequences are focused on email and direct mail offers for one-time applications around summer holidays.

Describe the results you've seen from your lead nurturing efforts (conversion rate, percent increase in sales, return on investment, etc.).

Our customer base has quadrupled. Over three years, we spent about \$25,000 on Infusionsoft licenses. Our sales during that three-year period were \$6.1 million. Not a bad ROI.

Describe how you use Infusionsoft to streamline the product and/or service delivery process.

We give our customers as many options as possible to easily sign up for service. This includes productizing our service so customers can use the online shopping cart and purchase at any time of day.

How do you upsell customers and/or get repeat sales?

We use the upsell feature in the shopping cart to passively upsell people at checkout. We also instruct sales staff to offer additional services to customers as they go through the sales process over the phone.

Our sales are based on annual renewals of service, so to promote customer loyalty, we send out end-of-season surveys, Christmas cards, and handwritten thank you cards in preparation for renewals to begin the following year. Those efforts have helped us achieve a 75 percent annual renewal rate.

How do you get referrals and testimonials?

We call customers to solicit reviews and use notification emails to remind them we have a referral discount. We are hoping to implement a referral partner program this year.

Describe your results (customer satisfaction, number of referrals, repeat sales, etc.).

Our average annual renewal rate is 75 percent. We are hoping to increase that number even further by investing more in marketing to existing customers.

What social platforms are you using to market your business (i.e., Facebook, LinkedIn, etc.)?

We use Facebook, Google+, Twitter, and Yelp.

How many followers do you have on each social platform?

We have about 596 followers on Facebook, 20 on Google+ (we just started pursuing this), 1,109 on Twitter, and 21 reviews on Yelp.

How are you using social media to market your business (i.e., targeted ads, contests, branding, lead generation and capture, etc.)?

We are really going after Facebook with sponsored posts and using infographics to increase brand awareness among our targeted demographic. We are getting ready to do a study about the buggiest areas in the Washington, D.C. metro area. We plan to promote that study heavily. We also are doing a t-shirt promotion, where we will be delivering t-shirts to the top 20 percent of our customers as an incentive to leave us Google+ reviews.



JUST THE FACTS
MOSQUITOSQUAD®

Hello Olivia,

Thank you for contacting us here at Mosquito Squad of Greater Washington, D.C. to request more information on our services.

We are looking forward to helping you learn more about some of the public health risks associated with mosquitoes and ticks, and, even more importantly, ways that you can start to not only control those risks, but enjoy your outdoor living space without the nuisance and itchy bites that mosquitoes and other pests provide.

Attached below you will find our FAQ information sheet regarding our products, services, and answers to some of your more burning questions. Also, check out the Five T's on what you can do to help control the mosquito population in your yard.

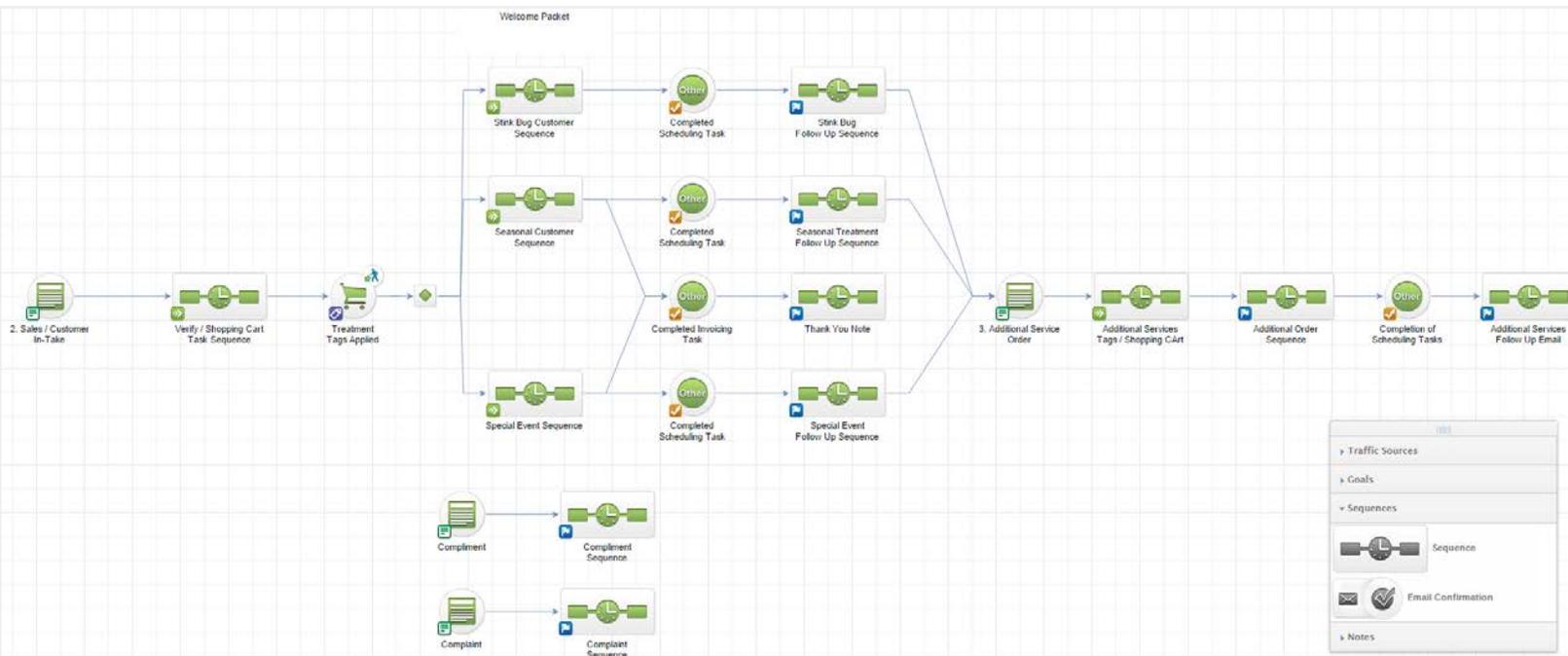
I look forward to speaking with you soon to discuss how we can help you take back your yard and protect your family from mosquitoes and ticks! Please feel free to contact me at info@dcmosquitosquad.com or 571-830-8002 with any questions you may have in the meantime.

Sincerely,
Mosquito Squad Of Greater Washington, D.C.

Refer A FRIEND

Visit OUR WEBSITE

Read OUR BLOG



How much on average do you spend per month on social advertising?

We spend about \$500 each month on social advertising, plus a few hundred each month on developing graphics to promote on Facebook. We have one person who is responsible for responding on Twitter to all things related to mosquitoes in the D.C. Metro area, as well as promoting all of the activities we participate in through the year.

Please describe the results you've seen from using social media to market your business. (Please provide data on increase in followers, customers, ROI, etc.)

We primarily use social media for brand awareness. Since we started creating infographics and boosting Facebook posts, our likes have quadrupled.

Describe your sales organization and your typical sales cycle.

Our typical sales cycle involves a renewal email, phone calls, and direct mail pieces that go out to our previous year's customer list. Customers then renew service with options of adding more services to their contract. Finally, they move into our current customer sequences, which repeat into our renewal sequence.

Describe your sales process. What are the stages in your sales process?

At the beginning of the calendar year, our renewal sequences begin for our previous year's customer list. We hire and train seasonal call takers at the beginning of the year to take all incoming calls and emails. We also use web forms to make it easier for our seasonal call takers to walk new and returning customers through the sales process.

Customers who do not renew after three months move into our prospect sequence, where they stay for about eight weeks. If they have not renewed or taken some sort of action by that time, they flow into our long-term nurture sequence.

In all of these sequences, there are automatically populated tasks that our seasonal staff must complete. This gives us a good view of the amount of work we have and indicators on seasonal hiring needs.

How do you leverage automation as part of your sales process?

Automation is the beauty of Infusionsoft. With follow-up sequences and completion scenarios, our seasonal workforce becomes much more dependable. Everything in our web forms is connected to automated tasks. That's what makes us successful.

How have your results improved since implementing Infusionsoft (annual revenue, growth, increase in sales, conversion rate, etc.)?

Before Infusionsoft, we did \$1 million in annual sales, and it was a struggle to maintain. After three years of using it, we are now doing \$2.3 million and expect to be at \$3 million next year.

SALES PROCESS



BRIAN YOUNG
HOME PAINTERS TORONTO

BRIAN YOUNG, HOME PAINTERS TORONTO

What's Your Story?

Tell us why you started your business.

I started as a student painter trying to earn my way through university 25 years ago.

Please describe your business in detail.

We are a full-service painting company specializing in interior and exterior residential painting, as well as commercial painting. 75 percent of our business is painting, but we are expanding into other trades (such as drywall, plaster, stucco removal, and handyman repairs) to give us a competitive advantage.

What other systems were you using before Infusionsoft?

None. We didn't even have a workable website. I was marketing in the Stone Age by cold calling door to door as a one-man army. My only employees were my painters. I had no other staff.

How did you hear about Infusionsoft? Why did you buy Infusionsoft?

I heard about Infusionsoft through a business coach. I bought it because he told me to do it. I didn't even have an idea what a CRM was.

Did you work with an Infusionsoft partner to set up your application?

Yes. [My Infusionsoft partner] Kelsey set it up for me properly, and within a few weeks, I was able to use pipeline stages, email marketing, lead magnets, and web forms. Setting up my dashboard allowed me to see everything going on my business in a snapshot. It was a MAJOR game changer for me and is one of the main ways I grew more than 300 percent in the last two and a half years.

Results and Business Metrics

Metric	Before Infusionsoft	After Infusionsoft
Annual Revenue	\$350K	\$1.4M
# of Employees	8	20
# of Leads/List Size	550	6,400
# of Customers	150	750
\$ Spent on Advertising (Per Mo.)	\$1K	\$5K
Hours working on Your Business (Per Week)	70	55
# of Vacation Days (Per Year)	50	75



homepainterstoronto.com/

How has Infusionsoft affected your business? What is the one thing you've implemented with Infusionsoft that has made the biggest impact?

We finally have a platform that organizes me and my staff so we can see what's going on each day. It also acts as a second salesperson. The emails are so well placed, and they have contributed to a huge increase in lead flow over the past two years.

How has Infusionsoft affected your personal life?

Infusionsoft has changed my life in so many ways. Because we are so organized as a business, I can now travel the world and run my business from my laptop. It has also helped my staff become more organized than we ever imagined.

We are quadrupling our sales while working less. I used to work 85 hours each week, and now I have reduced that to 60 hours. I even hired a full-time salesperson, who I've been able to manage with Infusionsoft. Last year I took eight weeks of vacation, and next year I plan to take ten weeks.

Have you had the opportunity to give back? If so, how?

I have given back by donating makeovers for some HGTV shows and worked on the Breakfast Television and Holmes and Homes shows. I also made charitable donations to the Sunshine Foundation in Toronto.

Which Infusionsoft features do you use?

- ✓ Contact Management
- ✓ Marketing Automation
- ✓ Sales Automation
- ✓ Infusionsoft Add-ons

Describe your process for attracting and capturing leads. What advertising channels do you use to reach your target market (PPC, direct mail, Facebook ads, events, etc.)?

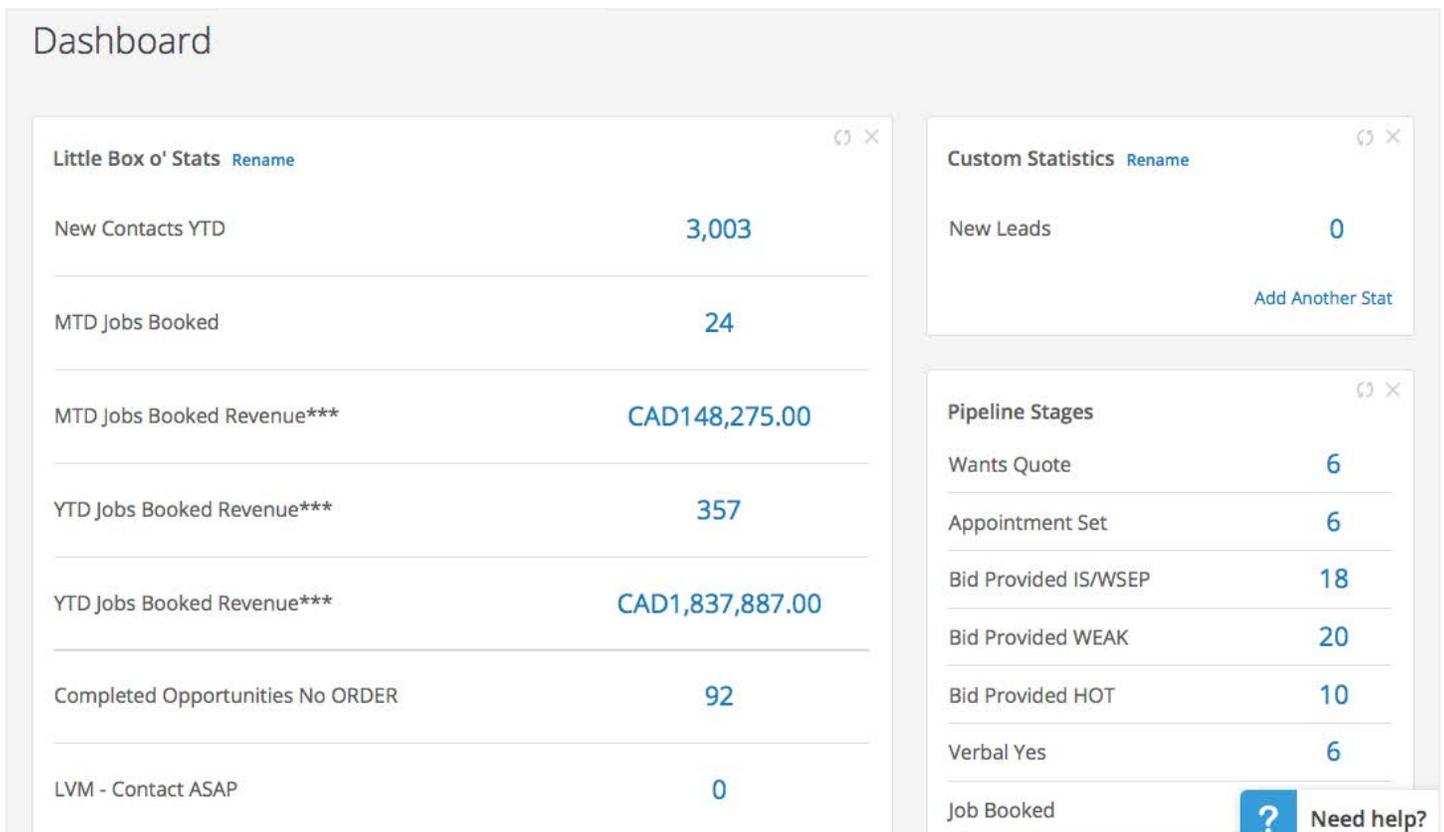
We attract leads through Google organic searches, PPC, Home Depot, social media, word of mouth, lawn signs, HomeStars, and repeat customers.

Describe your lead generation content and magnets (reports, webinars, blog posts, etc.).

We blog three times per week and have long-term nurture sequences, email drip campaigns, and social media promotion four to five times per week. When it comes to painting companies, we are one of the best on the Internet.

How do you get leads to opt-in to your marketing list (landing pages, forms, etc.)?

We have them fill out a web form on our site and have a two-stage opt-in to gather information.



Describe the results you've seen from your lead generation efforts (list growth, return on investment, etc.).

We started two and a half years ago with about 200 leads. Now, we have over 6,400 contacts.

Our sales were approximately \$250,000. Now, we are at \$1.3 million.

What kind of online sales tools are you using (shopping cart, order forms, etc.)?

First, we use a web form to gather customer information and AppointmentCore to schedule a quote. We then send out quotes using the Infusionsoft quote tool. We also are in the process of implementing automated credit card payments.

Do you use any of Infusionsoft's promotional tools to increase sales, such as discounts, upsells, or payment plans?

If we provide a quote and the customer doesn't buy after a certain amount of time, we have a "Bid Provided" email sequence that offers them a 10 percent discount. If they buy, we move them to our "Verbal Yes" stage until we get a credit card number for deposit.

Describe your results (annual revenue, increase in sales, conversion rate, etc.).

- Year one (before Infusionsoft): \$350,000
- Year two (first year with Infusionsoft): \$650,000
- Year three (second year with Infusionsoft): \$1.05 million
- Year four: \$1.4 million
- Year five: \$1.9 million

We also have maintained a 33 percent closing ratio despite rapid sales growth over the years.

Describe how you use Infusionsoft to streamline the product and/or service delivery process.

We have a nine-stage sales cycle from the time someone opts in (“new lead”) to the time when the final job is completed (“job won paid in full”) OR when they go silent (“dead lead”). Dead leads go into a long-term nurture campaign and are sent email drips until they buy.

How do you upsell customers and/or get repeat sales?

In our long-term nurture sequence, we offer discounts and promo deals (such as free TVs) if they buy, which have worked amazingly. Twice each year, we send an email blast to our entire database of 6,400-plus with these promo deals, and we always get a huge response.

How do you get referrals and testimonials?

We are in the process of implementing “Reputationcore.” In the meantime, we are one of the top-rated painters on [HomeStars.com](#). That site has been our No. 1 lead source, with over \$1 million in sales from it in the past two and a half years.

Describe your results (customer satisfaction, number of referrals, repeat sales, etc.).

In addition to growing sales by 400 percent, we have:

1. Been able to maintain closing ratios of about 33 percent
2. Increased our customer satisfaction ratings from about 85 percent to 98 percent
3. Increased repeat sales, which have accounted for \$145,000 in revenue over the past two and a half years

What social platforms are you using to market your business (i.e., Facebook, LinkedIn, etc.)?

We are on most of the top social media platforms, including Facebook, Twitter, Instagram, YouTube, Vimeo, Houzz, Pinterest, Google+, and more. We also blog three times per week and promote the posts using all our social

media platforms.

How many followers do you have on each social platform?

- Facebook: About 600
- Pinterest: 481
- Twitter: 176

How are you using social media to market your business (i.e., targeted ads, contests, branding, lead generation and capture, etc.)?

We use social media as a way to generate interest, increase traffic, create brand loyalty, and gain followers to refer or buy from us.

How much on average do you spend per month on social advertising?

Our in-house staff manages all of our social media marketing, so we spend an average of \$2,500- \$3,000/month on blogging, videos, before and after pictures, and promoting this content on our social media platforms.

Social media marketing also helps us rank better on Google. We are in the top three results for most “painting company” keyword searches.

Please describe the results you’ve seen from using social media to market your business. (Please provide data on increase in followers, customers, ROI, etc.)

We just started our social media accounts in the past year or two and have gained more than 500 Facebook followers.



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9.8
167 Reviews
[Write A Review](#)

Categories :
[Handyman Services,](#)
[Paint & Wallpaper...](#) (See more)

Address:
1

Owner/Manager:
Brian Young

Hours:
24 hours

Home Painters Toronto

Telephone Message Website

COMPANY PROFILE Home Painters

We are a full service painting contracting company serving Toronto and the GTA. We provide interior and exterior painting, residential painting and commercial painting services. Some of our other specialties include drywall repair and installation, plaster, ceiling stucco repair and removal, industrial caulking, carpentry, and many other services. Feel free to browse our website for full details and contact one of our Toronto Painters today.

Other areas include the surrounding...
[more...](#)

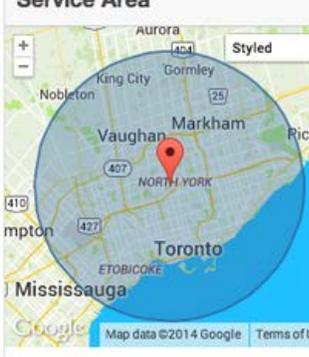
Servicing:
Toronto and the GTA including:

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SOCIAL MEDIA MARKETING

LOUISE HENDON

PALEO LIVING MAGAZINE

LOUISE HENDON, PALEO LIVING MAGAZINE

What's Your Story?

Tell us why you started your business.

We started our business because we wanted to help other people achieve the same success with their health that we've had. My husband and I have both changed our bodies—and lives—in many ways (curing heartburn, getting rid of IBS, healing an autoimmune condition and losing weight), and we wanted to share that with everyone.

We achieved almost all of that with a Paleo diet and lifestyle, but we also saw that it was tough for many people to sustain, so we decided to start a magazine to keep people entertained, engaged, and motivated over the long term.

After the magazine took off, we began developing our website so people who didn't have access to the magazine could still benefit and heal their bodies.

Please describe your business in detail.

Our business starts with our mission: to help people heal and nourish their bodies so they can live a life they love.

We do this in several ways:

1. A professionally designed magazine (available on iPhone, iPad, and Android devices) that provides entertainment, encouragement, inspiration, helpful tips, recipes, and information for people either already following a Paleo diet or who are interested in getting started.
2. A website filled with free content. Our content covers a wide variety of topics: how to solve health issues (like heartburn), how to lose weight, Paleo recipes, tips on following a Paleo lifestyle, autoimmune disorders, and many other health topics.
3. An email list where we tailor content based on what people want to read about. Our fans are very diverse (some just want recipes, some want tips, and some want help healing a specific health issue), so we've spent a lot of time tailoring our email list with tags and campaigns to ensure everyone gets the information and help they need and want.
4. Products like our Essential Paleo Cookbook, Pure Paleo Reset, and Whole Health Testing Program to take people who

Results and Business Metrics

Metric	Before Infusionsoft	After Infusionsoft
Annual Revenue	\$64K	\$90K
# of Employees	2	2
# of Leads/List Size	6,000	32,000
# of Customers	400	700
\$ Spent on Advertising (Per Mo.)	\$0	\$0

The screenshot shows the Paleo Living Magazine website. At the top, there's a navigation bar with links for "Paleo Recipes", "Get Started", "The Magazine", and "Free Stuff". Below the navigation is a large banner featuring a photo of a man and a woman. The banner text reads: "Are You Ready to Feel Great? FREE Quick-Start Guide Paleo 101: Get Started the Smart Way Click for Free Guide". To the right of the text is an image of the "PALEO 101 Start Paleo" guide. Below the banner, there's a section titled "CHRONIC ILLNESS AND PALEO:" followed by a small image of a person. At the bottom of the screenshot, the website URL "paleomagazine.com/" is displayed.

are ready for serious change even further. Our Essential Paleo Cookbook is perfect for those who are looking to cook more Paleo foods and want variation or extra inspiration to help them stick to their diet. The Pure Paleo Reset Program helps those who are new to Paleo and want to start Paleo on the right footing, avoid all the common mistakes, and create the habits they need to stick to it for life, not just for a week. And our Whole Health Testing Program is for those who want to solve specific health issues that have been a problem for them for a long time. The program includes three simple lab tests, personal consultants with specialists, a personalized plan based on the test results, and a six-month healing program that delves into various aspects of how best to optimize and heal their body. This is geared toward people who know they have a health issue and haven't been able to find a solution for it yet.

5. We also have many products in the pipeline, including some physical products, in order to keep reaching more people and helping them heal their bodies and take control for themselves.

What other systems were you using before Infusionsoft?

Before Infusionsoft, we were haphazardly **using a lot of different tools**:

1. For our email list, we were using Aweber.
2. For our cart, we used a variety of different tools: plugins like WP eCommerce, services like E-Junkie, and a few others.
3. We didn't have an affiliate program before Infusionsoft, but we'd begun trying to implement IDev Affiliate.
4. Some other tools we probably don't even remember any more.

Prior to using Infusionsoft, we weren't really building our business like we should have been. For instance, although we had been told repeatedly that collecting emails was essential, we didn't actively make that a big priority until we bought Infusionsoft. We'd been collecting emails for about a year by that point, and we'd gotten to about 5,000 subscribers, but in the past year we've gotten to over 32,000 subscribers.

How did you hear about Infusionsoft? Why did you buy Infusionsoft?

We had heard about Infusionsoft from a variety of different websites and blogs when we were trying to learn how to grow our business online. We knew a few people who were using it themselves, although we didn't know them well. However, we saw Infusionsoft being used for many big launches, so that definitely helped increase our awareness.

We bought Infusionsoft for a couple of big reasons.

First, we had outgrown most of the other tools we were using. For instance, we'd started growing our email list, but because we had at least a few opt-ins, we were forced to have many different lists inside of our email software (Aweber). As a result, we were charged more money, and we also couldn't seem to integrate everything. More importantly, though, we wanted to provide people with a certain level of personalization, and we needed to be able to tag contacts and build more complicated campaigns. After looking around for a while, Infusionsoft definitely turned out to be the best tool to do that.

Secondly, we wanted a tool to do almost everything for us. In particular, we wanted something that would handle our email list, sell our products, and also manage our affiliate program. We were tired of trying to use a bunch of different software that often didn't play well together. That's another big reason we chose Infusionsoft.

How has Infusionsoft affected your business? What is the one thing you've implemented with Infusionsoft that has made the biggest impact?

We always knew we had a diverse customer base, but with Aweber, we had no way of personalizing our interaction with our fans and customers. Infusionsoft allowed us to do that, and it's affected our business and our fans in a hugely positive way.

We implemented very complicated campaigns for our fans so the emails they receive are determined by (a) How they opted in, and (b) What previous email links they've clicked.

We believe providing our fans with the information they want helps them more and wastes their time less! And when it comes to selling products, this also makes a big difference. When we released our cookbook to our email list recently, we found that most of the people who bought had not only been on our email list for a long time, but also had opened and clicked many of our emails! They had tons of tags!

How has Infusionsoft affected your personal life?

Like most small business owners, we spend a lot of time worrying about our business. We worry whether we're helping anyone. We worry whether our products are any good. And we worry that we're not making enough money.

Infusionsoft takes a lot of that worry out of the equation. We use the Infusionsoft reports to see how our emails are doing (Did people open it? Did people click on it? Did people unsubscribe?) so we can keep tailoring our emails to benefit our fans more. We also use Infusionsoft's shopping cart and affiliate software, so we can also track how much money we're making and how well our affiliate program is doing.

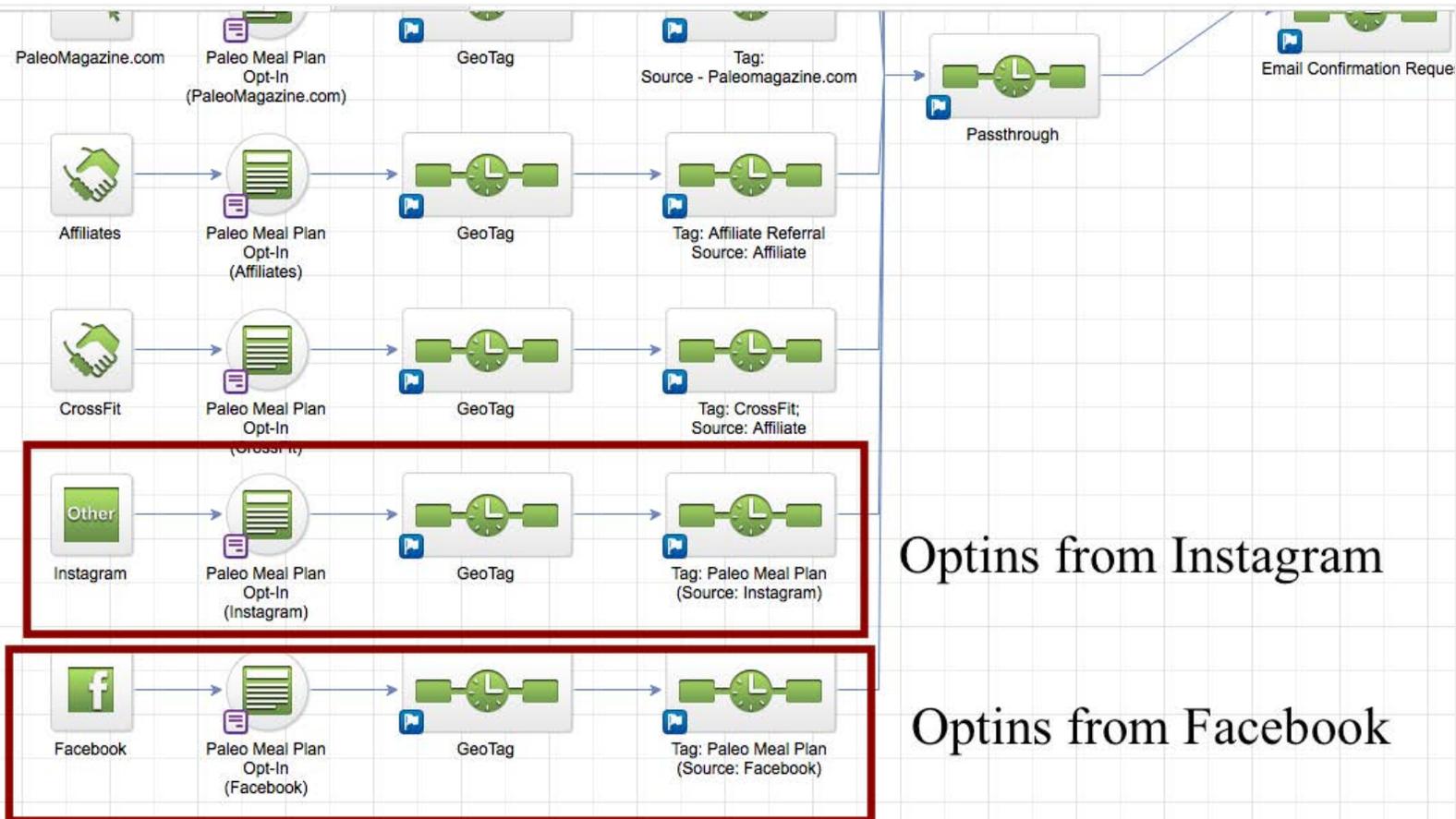
There will always be new worries, but it's fantastic to have a software that takes care of so many of the worries that have been bugging us for so long.

Have you had the opportunity to give back? If so, how?

We give back mostly through giving our time. We know for many people, they just need someone to listen to them and answer their questions. So, we let everyone on our email list know we're there for them whenever they need us. We try to answer every email personally, and we try to do so as quickly as possible.

Which Infusionsoft features do you use?

- ✓ Contact Management
- ✓ Marketing Automation
- ✓ E-commerce



Optins from Instagram

Optins from Facebook

What social platforms are you using to market your business (i.e., Facebook, LinkedIn, etc.)?

We use Facebook, Twitter, Instagram, Pinterest, Google+, and YouTube.

How many followers do you have on each social platform?

- Facebook (combined from two accounts): 20,000-plus
- Twitter (combined from two accounts): 4,300-plus
- Instagram: 1,300-plus
- Pinterest (combined from two accounts): 7,300-plus
- Google+ (combined from two accounts): 880-plus
- YouTube: 2,900-plus

How are you using social media to market your business (i.e., targeted ads, contests, branding, lead generation and capture, etc.)?

We use social media for contests, branding, lead generation, and lead capture. For many of the social media channels, we put a lead capture link in the profile link.

For example, one of our Twitter feeds (twitter.com/insidepaleo) has a link to a lead capture for our seven-day Paleo challenge.

On Facebook, we have a tab on our page with a lead capture, and we put lead capture links in many of our Facebook posts.

Please describe the results you've seen from using social media to market your business. (Please provide data on increase in followers, customers, ROI, etc.)

We've found Pinterest and Facebook refer the most traffic to our website. Within six months, we had over 59,000 pageviews from Pinterest and over 64,000 pageviews from Facebook.

Our Facebook following has grown from 6,300 to 10,800 in the same period.

LEAD NURTURE & CONVERSION

MARTIN HAROLD

JOHN PAUL THE GREAT CATHOLIC UNIVERSITY

MARTIN HAROLD, JOHN PAUL THE GREAT CATHOLIC UNIVERSITY

What's Your Story?

Tell us why you started your business.

We started John Paul the Great Catholic University in 2006 to impact culture for Christ at the intersection of entrepreneurship, entertainment, and theology.

Please describe your business in detail.

We started with 30 students and about 3,000 square feet of academic space. In just eight years, we've grown to over 260 students and a campus with close to 35,000 square feet of classrooms, sound stage, and post-production facilities. John Paul the Great started with very little seed capital in one of the most competitive and highly regulated industries in the world. We're only months away from successful completion of the lengthy and rigorous Western Association of Schools and Colleges accreditation process. We've been able to grow despite being new and unaccredited. Infusionsoft is a big reason why that's happened.

What other systems were you using before Infusionsoft?

We were using Blackbaud, a standard student information management system for small colleges and high schools.

How did you hear about Infusionsoft? Why did you buy Infusionsoft?

We were interested in automating our video and open house invite emails. After using the software for a number of months, we realized we could build it into an entire higher education CRM. We've automated the complete customer lifecycle from the initial sign-up all the way through to enrollment.

We have used the software to grow our enrollment in novel ways. For example, we created a campaign that reads a student's application and sends them weekly reminders about what items have been received and which items are still outstanding. The automation has allowed us to exponentially expand our reach.

Results and Business Metrics

Metric	Before Infusionsoft	After Infusionsoft
Annual Revenue	\$2.5M	\$4M
# of Employees	30	48
# of Leads/List Size	1,200	4,000
# of Customers	120	270
\$ Spent on Advertising (Per Mo.)	\$2.5K	\$2.5K



How has Infusionsoft affected your business? What is the one thing you've implemented with Infusionsoft that has made the biggest impact?

It's affected us in a myriad of ways.

First, we've eliminated all data entry. Once students sign up, they are automatically added to the system, which triggers personalized outreach. We've also automated internal processes, which has enabled us to achieve much greater reach. We've been able to continue nurturing low-priority and non-traditional students, which we couldn't do in the past.

However, the greatest impact is the ability to automate the entire customer lifecycle. Over the past year, we have built automatic emails to engage students at every stage of the prospective student lifecycle, from inquiry through pipeline, applied, accepted, enrolled, and beyond.

How has Infusionsoft affected your personal life?

All of us at JP Catholic are deeply committed to the mission of the school, and Infusionsoft has allowed us to grow and further that mission in a highly competitive industry. Enrollment across the nation is declining, family income is stagnating, education costs are going up, and skepticism towards the value of the bachelor's degree is at an all-time high. Despite the headwind, we've been able to grow, and Infusionsoft is a big reason why.

Which Infusionsoft features do you use?

- ✓ Contact Management
- ✓ Marketing Automation
- ✓ Sales Automation
- ✓ Infusionsoft Add-ons

Describe your process for nurturing leads. How do you segment contacts for targeted follow-up?

We segment leads based on the year, desired major, and current status. For high school juniors, we start the cultivation early with personalized outreach and interesting content related to their field. This has really helped us gain enrollment momentum when the new year rolls around.

We also continue to nurture student leads who never declined us from prior years and who are still potential students or transfers. We didn't have the capacity prior to Infusionsoft to reach these segments.

However, most of our outreach is focused on high school senior students, who receive targeted content for each stage of their recruitment cycle. We've reached a level of sophistication with our campaigns where no student falls through the cracks.

Describe your lead nurturing process and content.

We have built automatic emails to engage students at every stage of the prospective student lifecycle, from inquiry through pipeline, applied, accepted, and enrolled.

When a student initially comes into the system, they begin receiving personalized emails requesting a conversation, videos related to their interest area, application deadline reminders and promotions for online and on-campus events. The personalized outreach changes as they interact with the links in the inquiry emails.

As students advance through the first and second recruitment calls, the system sends automatic call reminder emails. If the student misses the scheduled call, Infusionsoft sends automated personalized emails asking to reschedule the call. Once the student advances to the point where they are interested in applying, the system sends automated application follow-ups. If a student starts the application, the application web form tags the student and automatically adds them to the application follow-up sequence, regardless of where they are in the process.

Once a student finishes the online application form, the system sends automated application updates based on what applications items are still outstanding from their account and requests a phone interview. I believe that campaign fully utilizes the potential of Infusionsoft.

If a student is accepted, they begin receiving content to deepen their engagement and help them complete the requisite financial aid steps. The accepted email track keeps the recruiters in touch with the students through call reminders and promotes student life through branded emails.

At the accepted stage, we also begin sending alumni, faculty, and student profiles based on the student's desired major interest. Once a student enrolls, emails have been crafted to keep the enrolled student engaged and moving towards submitting the housing paperwork and deposit. At every stage from inquiry through enrollment, we are constantly moving students through the process.

Describe the results you've seen from your lead nurturing efforts (conversion rate, percent increase in sales, return on investment, etc.).

Despite being new and in the final stage of accreditation, we have a 64 percent yield, which is double the national average.

DIRECT SALES

JEFF DYSON

KOOLER ICE

JEFF DYSON, KOOLER ICE

What's Your Story?

Tell us why you started your business.

The ice vending industry started in Georgia in 2003. After seeing larger, more expensive ice vending machines being built, we decided to build a more compact, cost-efficient design to provide independent owners and retailers with a higher gross margin on their ice sales, while lessening their dependence on trucked ice services. We saw a need in the market, and we designed our products to fill that need.

Please describe your business in detail.

Kooler Ice manufactures machines that automatically make, bag, and dispense fresh ice and water on demand. Kooler Ice manufactures four different ice vending machine models with two primary markets: retail and investors.

Our smaller machines allow retailers to remove the icebox or freezer at their stores and use our machines to produce their own ice on site and on demand. This saves them time, is more environmentally friendly than having ice delivered, and reduces risk of contamination, stockouts, theft, and spoilage.

The second target market for our products is investors. The ice vending industry, like many new and innovative industries, provides entrepreneurs with an excellent way to earn passive income, without the need for employees, while earning a good return on their investment.

What other systems were you using before Infusionsoft?

Prior to using Infusionsoft, we used Salesforce.

How did you hear about Infusionsoft? Why did you buy Infusionsoft?

I am constantly surfing the web trying to learn what other innovative businesses are doing to stay on the leading edge of the technology curve. In my search, I came across a company called HUMAN (www.healthyvending.com).

I started reading about this company and how they were operating it, and I found they were using Infusionsoft to manage

Results and Business Metrics

Metric	Before Infusionsoft	After Infusionsoft
Annual Revenue	\$2.5M	\$4M
# of Employees	30	48
# of Leads/List Size	1,200	4,000
# of Customers	120	270
\$ Spent on Advertising (Per Mo.)	\$2.5K	\$2.5K



their leads. I really liked how the program allowed them to stay in constant contact with their leads, nurturing them or communicating with them over the year in hopes they might become hot or higher up in the sales cycle. Sales is all about timing and catching the customer when they are ready, not when we are ready.

We receive a lot of leads daily, and there is a tendency to work the leads that are the hottest, while the other leads that may be warm or require more time get pushed to the back. Watching how HUMAN used Infusionsoft to keep in contact with the leads really resonated with me, and that is why we decided to pursue a new web developer and begin using the Infusionsoft platform.

Did you work with an Infusionsoft partner to set up your application?

Yes. After we made the decision that we wanted to move to Infusionsoft, I began emailing and calling companies in Georgia that were affiliated with Infusionsoft. After a few weeks of research and interviewing four or five companies, I was about to pull the trigger with another company when I came across GetUWired while searching the web.

I called GetUWired and talked to Dobbin Buck. From the start, Dobbin and I hit it off. He explained in simple terms exactly what the process would be to design a new website, how they would integrate the Infusionsoft platform into our website, and how we would use the Infusionsoft platform as our complete CRM software. Dobbin did not take the hard sell approach. He was very professional, easy to talk to, and had a good understanding of what I wanted to accomplish with Infusionsoft.

How has Infusionsoft affected your business? What is the one thing you've implemented with Infusionsoft that has made the biggest impact?

At this point, there are many things that Infusionsoft has done to help our business. Since implementing our new website with Infusionsoft, the program has been a big help with our sales team, which has helped increase our leads by over 100 percent.

The other aspect of Infusionsoft that we like is the campaign features it has and its ability to provide automated emails written by our sales team, which allow them to stay in contact with prospects in a professional, more efficient way. Sales is a numbers game, so the more efficient you can be and the more contacts you can make, the more sales you will be able to close.

Infusionsoft also gives us the ability to track our customer interactions and see if they have opened up an email or downloaded our Investor's Guide. This helps us gauge their interest level and how quickly they are digesting the information we are communicating.

How has Infusionsoft affected your personal life?

I feel more confident about our lead management process and less stressed as a result. By having a sales system in place and knowing our customers are being followed up with quickly, professionally and efficiently, I sleep better at night and take time off without being concerned.

The Infusionsoft platform also allows me to have confidence in our sales process because I can track and manage our leads in a meaningful way. Infusionsoft gives me the ability to scale the business and focus on other areas, thus improving the whole company.

Have you had the opportunity to give back? If so, how?

We have always supported the local community and worked hard to provide our employees with a good and safe environment to work in. Giving back to our employees and having them share in our success has been our main focus. The more revenue coming into the company from sales, the more revenue we have to give our employees non-scheduled salary increases, Christmas bonuses, and monthly breakfasts or lunches hosted by management to show our appreciation for their excellent work and commitment.

This makes our Kooler Ice team even stronger.

We've worked hard to provide good jobs with excellent benefits to our small town of less than 5,000 people. We are proud to say that our machines are 100 percent American-made right here in Byron.

Which Infusionsoft features do you use?

- ✓ Contact Management
- ✓ Marketing Automation
- ✓ Sales Automation

Describe your sales organization and your typical sales cycle.

Our sales organization is set up with two sales channels. First, we have secured a partnership with several different distributors to sell, service, and support our customers in a defined geographic area. Second, in the areas of the U.S. where we do not have distributor representation, we are establishing a direct salesforce by strategically locating Regional Sales Managers (RSMs) to sell our products.

While most of our leads come through our website, some leads do come via direct phone calls to the plant after they have reviewed the site, an ad, marketing piece, or seen a machine operating in its location.

Once the lead comes to us via the site or through a phone call, the lead is immediately given to the appropriate salesperson.

Describe your sales process. What are the stages in your sales process?

Stage 0 – Initial Follow-Up Call:

The salesperson generally makes three calls to the customer. If the customer is missed each time, the lead is pushed forward in Infusionsoft under "Opportunities," and an automatic message is generated to the customer.

Stage 1 – Contact:

If the salesperson has not reached contacts after three calls, they are placed into the long-term nurture for campaigns until they opt out or tell the salesperson they are not interested. If the salesperson reaches the lead, the sales process begins.

After contact is made, the salesperson quickly engages the customer with questions and marketing materials to determine whether the lead is viable and schedules the next follow-up meeting.

Stage 2 – Follow Up:

This stage is where the lead remains the longest. The salesperson communicates and follows up with the customer regularly, answering any new questions and assisting the customer with their business plan, site selection, machine selection, machine permitting questions, financing questions, ROI questions, etc. This is a stage where Infusionsoft's prompts and reminders are extremely valuable to the salesforce. At the appropriate time, the salesperson will try to move the customer from stage two to stage three or four.

Stage 3 – Sending a Quote and Closing Stage:

After all of the customers' questions are answered, the customers have everything in place to make a well-informed decision. If we determine they are good fit for our equipment, the salesperson will move to close the account. In this stage, the salesperson will send a quote, answer any quote questions, send and review final documents and request a deposit.

Stage 4 – Closing Stage:

At this point, the salesperson the customer has all the necessary information to install the machine, and follow up is now focused on the final payment, delivery, and installation process.

Stage 5 – Follow Up:

The salesperson follows up to make sure everything has gone well for the customer and that the machine has been properly delivered. We also schedule a survey to be sent one week after delivery and three to six months after delivery to rate the machine's performance and our product support performance.

How does your sales team use Infusionsoft's opportunity module?

Per the sales stages outlined above, the salesperson will move the lead weekly through each stage in the process.

How do you leverage automation as part of your sales process?

Before the customer ever receives a phone call from a salesperson, he or she receives a letter from me after filling out the "Request a Free Investor's Guide" call-to-action form on our website. After receiving the Investor's Guide, we assign the lead to a salesperson, who then tries to make contact with the account.

In Infusionsoft, we have set up three auto messages that are automatically sent to the customer after the salesperson leaves a voicemail. Between each auto message stage, Infusionsoft will automatically schedule the call for the salesperson for three days later, unless the salesperson overrides this preset point.

We are meeting now to review the rest of the sales process and will be implementing more automatic messages in 2015.

How do you utilize lead scoring and distribution?

We are working to tag each lead and/or customer, including those who have not bought and those who have already bought. For example, if a customer buys a specific model, we tag them for the model they purchased. We have developed a lengthy list of tags and are using them regularly.

As we head into the upcoming selling season, we are already using the tags in many ways to distribute sales information specifically to those accounts. For example, we take trade-ins and purchase used equipment from our customers. If a customer purchases a new IM2500, we will tag that customer as a new IM2500 customer. If we take a trade-in on a used IM2500, we will send an email out to all IM2500 customers letting them know we just received a trade-in.

Another tag example would be to quickly communicate with IM2500 customers to let them know if a new feature becomes available or if we have a maintenance bulletin we want to communicate quickly. The distribution process using tags is going to be an instrumental part of our business.

Our employees are also using the email broadcast feature for distribution. For example, if a salesperson is going to be working leads in Orlando, we can quickly go to the contact list, sort leads in Orlando, and quickly email those leads to let them know a representative will be in the Orlando area next week to try and schedule a meeting.

The email broadcasting tool and sorting capability is very powerful.

How have your results improved since implementing Infusionsoft (annual revenue, growth, increase in sales, conversion rate, etc.)?

I think our whole sales process is much more focused with Infusionsoft. Using the system has made us more professional, efficient, and organized.

As we continue to add sales personnel, it will provide us a great platform to train new salespeople and provide us with a quicker ROI on their performance since they will become more effective quicker.

While we are still learning the system, we are already seeing significant benefits from it and are forecasting a 50 percent growth in sales next year.

ONLINE SALES

TIM BROOM

ITPROTV

TIM BROOM, ITPROTV

What's Your Story?

Tell us why you started your business.

So many people and businesses struggle with the IT component, and so many IT professionals and students really have no place to turn to get the certifications required to get the IT jobs that are available. We thought, "Why should you have to take college courses simply to learn valuable skills?"

We knew from our previous business experience that you usually have to contact 100 potential customers to get one to enroll in a typical training program. ITProTV was created to reach the other 99 people and offer potential customers a fun, easy, and more cost effective way to learn and get certified.

ITProTV is for individuals, not just businesses. Our customers remind us of ourselves when we were building our careers in IT, and it is very rewarding to see them gain knowledge quickly, get the certifications they need to land a great job, or simply improve upon their current professional status and thrive.

Please describe your business in detail.

ITProTV is a fun, entertaining, simple, and powerful way to teach information technology. It provides a subscription-based video learning and training approach to anyone who is interested or already engaged in the IT field. IT is normally a challenging subject to teach, but ITProTV offers an entertaining twist that is very effective and efficient. Our shows are streamed live, co-hosted, and have interactive labs and a dedicated member services department. Now, anyone can get certified in areas like Microsoft Cisco, server administration, network administration, and security.

What other systems were you using before Infusionsoft?

We had Paid Memberships Pro with WordPress, as well as MailChimp.

Results and Business Metrics

Metric	Before Infusionsoft	After Infusionsoft
Annual Revenue	\$360K	\$1.56M
# of Employees	5	8
# of Leads/List Size	3,000	11,086
# of Customers	600	3,627
\$ Spent on Advertising (Per Mo.)	\$25K	\$30K



itpro.tv/

How did you hear about Infusionsoft? Why did you buy Infusionsoft?

My flight instructor operates a company that uses online flight training instructional videos. He uses Infusionsoft, has seen great results, and shared his experience with me.

Marketing and shopping cart automation is challenging, and I was having difficulty effectively connecting with my clients. Infusionsoft makes it easy to reach out and touch my clients in more important ways.

How has Infusionsoft affected your business? What is the one thing you've implemented with Infusionsoft that has made the biggest impact?

The impact has been dramatic. Before Infusionsoft, we had \$30,000/month in revenue in our first quarter. After we implemented Infusionsoft in the second quarter, we saw an immediate and significant increase in revenue. In fact, by the fourth quarter, we were averaging \$130,000/month in revenue.

With Infusionsoft, we have been able to make direct and personal connections with our members. Now, we are easily able to manage over 10,000 members and keep our staff properly segmented and working within their specialties, while Infusionsoft does the hard work of managing our business for us. And because all of our financial transactions go through Infusionsoft, we can use it to determine the key performance indicators of our business.

Infusionsoft's campaign builder has made the biggest impact on our business. Establishing campaigns allows us to see a return in results, members, and revenue. We use Infusionsoft campaigns for complex workflows, like signing up new members, automating communication to our members about payment issues, and managing our corporate sales pipeline.

How has Infusionsoft affected your personal life?

Fifteen years ago, I started my first company. When we launched IProTV, I planned to manage both businesses together, with the lofty end goal of selling my first company years down the road. Infusionsoft has provided me with the confidence and stability I needed for IProTV, and I was able to sell my original company far earlier than I ever could have imagined.

Have you had the opportunity to give back? If so, how?

Through marketing Infusionsoft, I have been able to work directly with teachers, military, and non-profit organizations. Due to our success directly from Infusionsoft, I can offer discounts to these organizations and provide free memberships to certain groups throughout the year.

For example, we sponsored the military's Cyber Defense Academy coding camp for youth, and we offer scholarships to some of our members in need. I love being stable enough to share the power of learning with those who need it most. We will continue to empower people who have a drive and passion to learn.

Which Infusionsoft features do you use?

- ✓ Contact Management
- ✓ Marketing Automation
- ✓ Sales Automation
- ✓ E-commerce

✓ Infusionsoft Add-ons

Describe your process for selling online. What products and/or services do you sell?

Our product is only available online. Our home page captures the visitors' attention and directs them to sign up for a free membership so they can "learn for free." With the information they provide, we can market to them based on their areas of interest. This targeted marketing approach increases the likelihood of converting them to a paying subscriber.

What kind of online sales tools are you using (shopping cart, order forms, etc.)?

We use the Shopping Cart with Wordpress tool. In addition, we use order forms for our corporate purchases, web forms integration with our payment gateway, integration with PayPal and Infusionsoft's API, to integrate third party and in-house applications.

Do you use any of Infusionsoft's promotional tools to increase sales, such as discounts, upsells or payment plans?

We use promo codes to give product specific discounts, as well as subscription free trials.

Describe your results (annual revenue, increase in sales, conversion rate, etc.).

After we accepted our first order, we saw more than \$1 million in sales during our first full calendar year of business.

Describe your referral partner program and the results you've generated from it.

We partner with New Horizons Computer Learning Centers and give free codes to their students as a value-add and potential opportunity for securing a future paying client.

You're just a few steps away...

Step 1: Create Account
Step 2: Billing Info
Step 3: Order Complete

Products	Price	Quantity	Total
ITProTV Monthly Subscription \$57.00 / month	\$57.00	1	\$57.00
Subtotal			\$57.00

Note: Promo codes are case sensitive

Order Summary	
Subtotal	\$57.00
Total Due	\$57.00

Secure Checkout
All information is encrypted and transmitted without risk using a Secure Sockets Layer protocol.

Satisfaction Guarantee
Join our monthly subscription and get a 30 day Satisfaction Guarantee! Some Limitations may apply.

Your Information is Safe
ITPro TV will **not** sell or rent your email address or sell your personal information for marketing purposes.

CUSTOMER EXPERIENCE

GENEVIEVE SHEEHAN

SHAMROCK VACATIONS

SHAMROCK VACATIONS

What's Your Story?

Tell us why you started your business.

My business partner and I were both made redundant from a travel business in 2011 and saw a gap in the market for a quality provider of luxury vacations in Ireland.

Please describe your business in detail.

Shamrock Vacations provides luxury vacations in Ireland. We run our own escorted castle tours, as well as offering fully customized independent tours that are either self-drive or chauffeur-driven with your own private driver/guide. We only use accommodations with four stars and above, and we pride ourselves on our customer service, with a unique concierge service available to all our guests.

What other systems were you using before Infusionsoft?

None. Believe it or not, Infusionsoft was our first purchase before we even had a website!

How did you hear about Infusionsoft? Why did you buy Infusionsoft?

In Ireland, there are a lot of supports available for new business startups, and one of the supports we had was business mentoring. We showed our mentor a list of the software we thought we would need, and he told us that there was a solution that would cover all our needs: Infusionsoft.

How has Infusionsoft affected your business? What is the one thing you've implemented with Infusionsoft that has made the biggest impact?

Definitely the automated email marketing. We have taken a very soft sell approach, where we send informational emails about the different attractions and castles in Ireland. People are so grateful for the information, and it develops a real rapport so that by the time you actually call them, they treat you like their oldest friend. The time-saving nature also doubles the output of each salesperson on our team.

Results and Business Metrics

Metric	Before Infusionsoft	After Infusionsoft
Annual Revenue	\$0	\$1.5M
# of Employees	2	5
# of Leads/List Size	0	10,000
# of Customers	0	343
\$ Spent on Advertising (Per Mo.)	\$0	\$1K
Hours working on Your Business (Per Week)	80	50
# of Vacation Days (Per Year)	10	30



shamrockvacations.com

How has Infusionsoft affected your personal life?

It has helped me create a successful business, which has in turn increased the quality of life for my whole family. Because I can work from home, I see more of my family. Plus, we have a decent income from the business.

Have you had the opportunity to give back? If so, how?

Living in a small community in a very rural part of Ireland, we are giving back in a big way by creating employment in an area where unemployment is high. We also are giving our employees a better quality of life, as we offer work-from-home positions that allow them to spend more time with their families. We employ a number of young mums, as our flexible hours allow them a positive work/life balance.

Which Infusionsoft features do you use?

- ✓ Contact Management
- ✓ Marketing Automation
- ✓ E-commerce

Describe how you use Infusionsoft to streamline the product and/or service delivery process.

We use opportunities as our workflow. The next action dates and notes allow us to see everything we need to do on any given day in one easy-to-manage location. This ensures nothing gets missed, and the day only finishes when the next action date is the next work day. We also use the templates to ensure there is a consistent standard across all emails being sent and that the sales follow-up process is strictly adhered to.

How do you upsell customers and/or get repeat sales?

We customize all our vacations, so upselling is done during the direct sales stage.

I have no doubt our informational emails on the castles make all our clients want to upgrade from hotels to castles where possible. That being said, we find the best way of getting repeat business (and referrals) is to ensure every part of the clients experience from first contact to their welcome home email is as perfect as possible.

How do you get referrals and testimonials?

All guests get a welcome home email when they return from their trip, which nets us regular testimonials that we use on our website.

Describe your results (customer satisfaction, # of referrals, repeat sales, etc.).

We are moving into a new market (UK vacations) due to the demand of our repeat business. Guests who have traveled to Ireland with us now want to use our services to visit the UK. Our main retention campaign is our holiday greetings, which keep us at the forefront of our guests' minds on a regular basis.

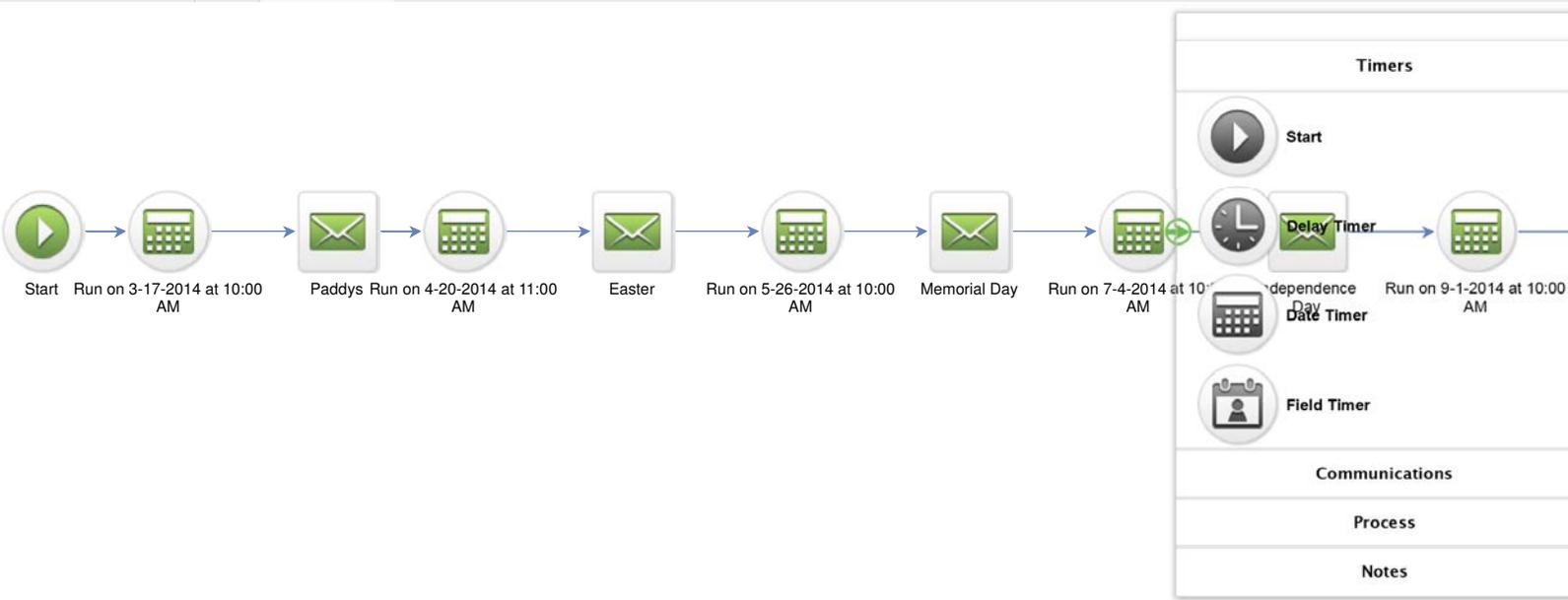
Campaign Builder

[Back to Campaign](#) | [Sequence](#)

US Holiday Sequence

Ready

Edit | [Performance](#)



CUSTOMERHUB

RICH FETTKE
REAL WEALTH NETWORK

REAL WEALTH NETWORKS

What's Your Story?

Tell us why you started your business.

Out of desperation!

Back in 2002, I was diagnosed with melanoma, which is a very deadly and fast-moving form of skin cancer. My wife, Kathy, became absolutely determined to find a way to make money to help pay for my medical bills.

At the time, she was hosting a small local radio show called The Edge, and it was focused on personal development. She didn't get paid to host the show, but she enjoyed it.

Kathy decided to shift the show focus and use it as a resource for learning how to become wealthy. She focused on interviewing self-made millionaires to learn their secrets to success. She figured if they could do it, so could she.

What she discovered was that every single person she interviewed had focused on creating real, sustainable wealth by using the money they had to make even more money. They did this by investing in income producing assets, like real estate.

Fortunately, after all the melanoma was cut out and removed of my body, I was found to be 100 percent cancer-free! But, that period of terror helped push us to learn about—and invest in—real estate, and we later decided to help others do the same.

We knew that having money doesn't really matter if you don't have the freedom to do what you want with the people you love. That's why we decided to call the network Real Wealth and focus on helping people have the money AND the freedom to live life on their own terms.

Please describe your business in detail.

We help people create real wealth. That's our purpose. We define "real wealth" as having the money and the freedom to live life on your own terms. We believe the best way to create this kind of financial freedom is to invest in assets that generate passive cash flow, so we simplify the process of passive real estate investing and provide access to deals untouchable to most individual investors.

Results and Business Metrics

Metric	Before Infusionsoft	After Infusionsoft
Annual Revenue	\$128K	\$1.6M
# of Employees	5	12
# of Leads/List Size	1,065	16,864
# of Customers	204	1,024
\$ Spent on Advertising (Per Mo.)	\$5K	\$6K
Hours working on Your Business (Per Week)	40	30
# of Vacation Days (Per Year)	14	50+

We're a California-based real estate investment club. Membership is free. We help our local and international members increase their wealth through quality education and turn-key investment properties.

We provide lots of free education through our website, our CustomerHub Member Portal, monthly live events, weekly webinars, blogs, and a weekly podcast, The Real Wealth Show. We also offer free strategy sessions with our Investment Counselors.

Our goal is to help regular people understand how to invest in real estate safely and wisely. Then, we help them find the right income properties for their goals.

Real Wealth Network offers its members a referral-based service for purchasing cash-flowing investment properties throughout the United States. The companies in our investment referral network (also known as "affiliates") are separately-owned and separately-managed companies that offer investment properties for sale to our members. Real Wealth Network is then paid a referral fee from our affiliates, similar to the way a realtor is paid when selling a home.

It's truly a win-win-win for everyone involved. The purchasing power of the Real Wealth Network allows us to favorably negotiate pricing and pass on the additional savings to our members. Plus, our affiliates benefit from the pre-qualified and pre-educated investors we refer to them.

Today, we have over 16,000 members on our list, and over 5,000 of those members have registered for access to our CustomerHub Member Portal, where they can view webinars, browse properties and get the support they need. We have produced over 460 free educational webinars for our members and have helped them acquire over \$102 million worth of real estate assets.

In addition, we launched The Real Wealth Investor Academy about two years ago. This is a CustomerHub-based paid membership site, which offers online video modules taught by real-world industry experts and successful investors who focus on keeping real estate investing simple, while teaching the most important lessons in seven different categories.

What other systems were you using before Infusionsoft?

We were using 1ShoppingCart and QuickBooks.

How did you hear about Infusionsoft? Why did you buy Infusionsoft?

We were telling our friends, Than Merrill and Paul Esajian at FortuneBuilders, how frustrated we were with 1ShoppingCart, and they told us about Infusionsoft. Once we saw what it could do, it was an easy decision.

Did you work with an Infusionsoft partner to set up your application?

We started using Infusionsoft before there were Infusionsoft partners, so we hired someone who was skilled with software to help us learn the app and implement it. He became a regular part of our team and even went on to become an Infusionsoft Certified Consultant.

A few years ago, we also hired Nick Grant at Infuzy to help us take our Infusionsoft app to the next level. He was so skilled with Infusionsoft, SEO, and PPC that we hired him as our director of marketing last year.

How has Infusionsoft affected your business? What is the one thing you've implemented with Infusionsoft that has made the biggest impact?

Infusionsoft allowed us to go from using the old method of “duct taping” different services together (1ShoppingCart, QuickBooks, Google Calendars, etc.) into one easy-to-use system that helps us communicate more effectively between employees and create a better user experience for our members. It's also allowed us to have a dashboard of what's working in our business and what needs attention. This has led to consistent growth over time of revenues, employees, and customers.

What is the ONE thing with the biggest impact? Whew...that's a tough one to choose.

I'd say the biggie is that we have been able to segment our list right away with new member surveys, and then we speak directly to our different members' requests. We use Infusionsoft webforms to find out what our members goals are so we can nurture and serve our members more effectively than just blasting the same information to everyone. This has led to a very happy and loyal group of customers who know we care about what matters most to them.

Infusionsoft has affected our business in a big way not only through the software, but also from the Elite Forum Kathy and I did a little over a year ago. I could go on and on about what we got from that, but I'll just say, “Thanks!” for now.

How has Infusionsoft affected your personal life?

My wife, Kathy, and I were able to move to Malibu, California, to support our younger daughter's dream of being an actress. Our offices and staff are still in the San Francisco Bay Area, so Infusionsoft allows us to run the business remotely and still have a complete understanding of what's happening.

We travel up to the Bay Area once a month for our live events and to spend time in the office, but being able to work from Southern California has allowed us incredible freedom that we would not have been possible in the past.

Having Infusionsoft allows us to feel like we are there in the office. We use GoToMeeting to share our screens with staff and work with Infusionsoft together, so it feels like we are in the same place looking at the same screen together.

Of course, this freedom has allowed us to spend more time with our daughters surfing, rock climbing, skiing, and taking other fun family adventures. We even took five weeks off this year to bring our family to Europe, and our staff ran the business with zero problems. We would just check in once a week to see how things were going. That was the longest we've gone without being involved in running the business, so it was a huge moment for us.

So, the bottom line is: I would say FREEDOM is how Infusionsoft has most affected our personal life.

Have you had the opportunity to give back? If so, how?

Yes! We recently changed our legal business structure to give 10 percent of our profits to the Youth Opportunity Center (www.yocinc.org).

Since the early 90s, the YOC has provided a safe place for troubled children and families. Now, almost two decades later, hundreds of individuals have been helped by the over 380 YOC staff members, who dedicate themselves each day to making a difference in a child's life.

Also, thanks to our company's success, we have been able to donate over \$10,000 to Mentors International.

We have always wanted to give back in a big way, and now, thanks to our growth, we are able to fulfill that mission.

Which Infusionsoft features do you use?

- ✓ Contact Management
- ✓ Marketing Automation
- ✓ Sales Automation
- ✓ E-commerce
- ✓ Infusionsoft Add-ons

What product/service do you provide access to via CustomerHub?

In one year alone, we made over \$44,000 in membership fees from our Real Wealth Investor Academy, which is a 100 percent CustomerHub-based membership site.

Before CustomerHub, we had a member website setup on WordPress using iMember360. It was good for a while, but once we started using CustomerHub, it blew our minds with what was possible.

Now, we exclusively offer “member-only” content to people who join the network (for free), which gives them access to our CustomerHub Member Portal. Visitors on our main website who want to view webinar replays or browse through current “Best Real Estate Markets” and investment properties must sign up by entering their email and creating a password. This allows them access to the Member Portal, which is hosted by CustomerHub.

This approach has proven to be our No. 1 method for having leads not only opt in, but also become “members” by giving us their first name, last name, and email.

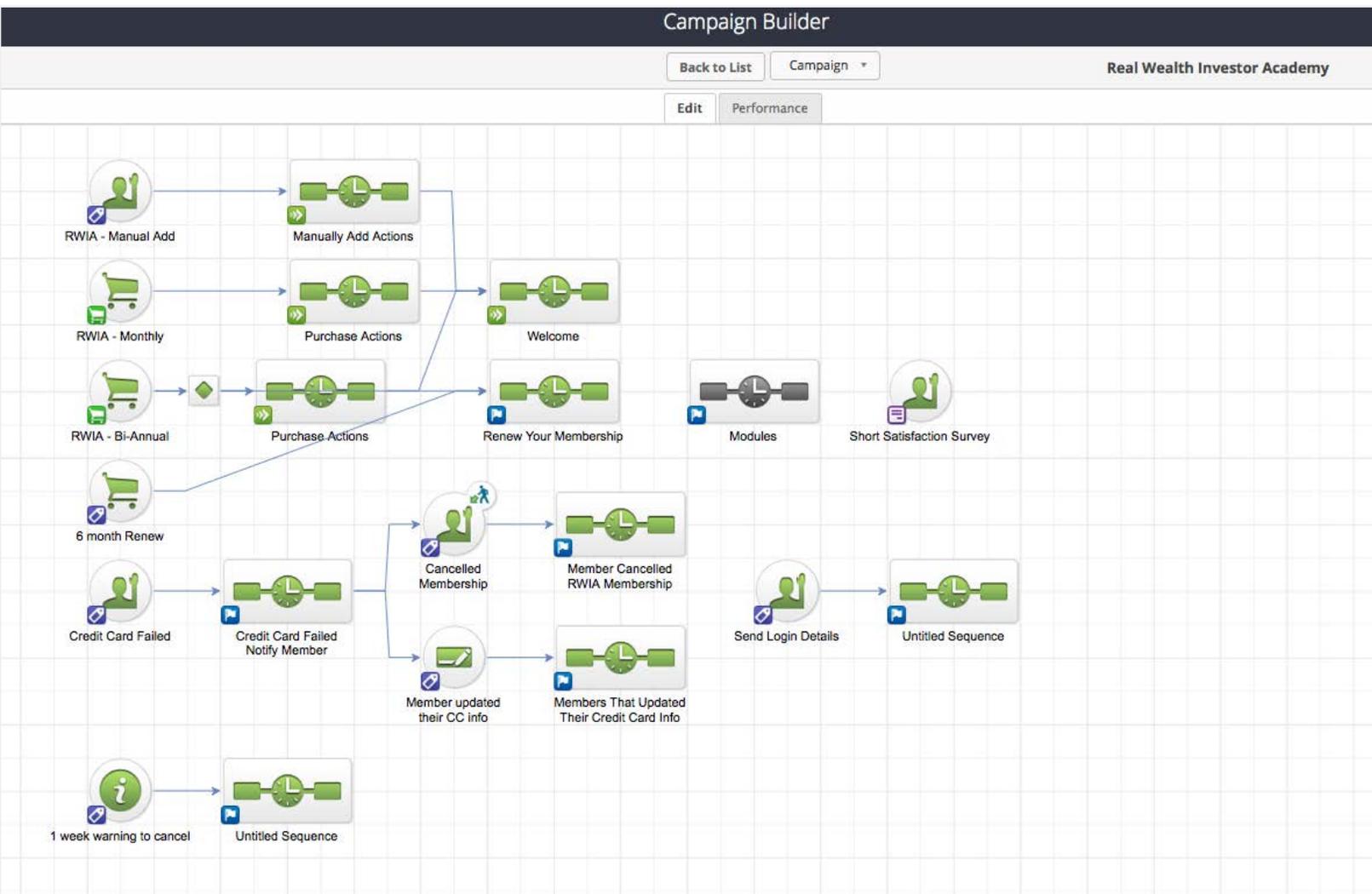
We also use CustomerHub to vet people, make sure they qualify to view certain investments based on federal SEC laws, as well as host our paid membership site, The Real Wealth Investor Academy, which has seven member-only categories and dozens of educational video modules on real estate investing.

How do you use CustomerHub? Which specific features do you use to leverage CustomerHub (i.e., permission levels, content hosting, account management)?

We use everything.

Permission levels: We use basic member groups in CustomerHub, but we get even more finite at a tag level based on our member’s qualifications.

Because we offer larger real estate group investments for our members, there are certain Securities and Exchange Commission (SEC) laws that regulate who we can offer these investments to. We have our members complete a short survey and then tag them as “accredited” or “non-accredited.” Those with the accredited tag are automatically able to view the investment information and documents, while the non-accredited cannot. Without CustomerHub, we would have to individually qualify each investor and then email them one at a time with the information. Now, we have all the information right there in CustomerHub with PDF downloads, videos, photos, etc. This is a huge time and effort saver and better for our members because they can get the information immediately.



We also use permission levels based on whether someone has had a strategy session with our investment counselors or not. If they have not had a strategy session, we allow them to view all the information about different real estate markets and our affiliates, but they can't access the affiliate's contact information. We do this because we want to make sure our members are educated before they contact one of our affiliates (property providers). Once they have a free one-hour strategy session with one of our investment counselors, they get a tag that opens up access on the CustomerHub Member Portal to show them all of our affiliate's contact information and allows them to reach out to an affiliate with a single click.

Content hosting: We used to host our videos on Vimeo and embed them into our member site, which took extra time and effort and did not always work correctly. Now that we've tested the stability of CustomerHub (and got great member feedback about the video player), we have decided to move all our videos from Vimeo to CustomerHub.

Account management: We use the filebox feature for our members and have dozens of downloadable documents for them based on their permission levels and experience. This has saved us even more time and effort because we no longer have to email documents individually to each member after checking their file and qualifications. We also allow account self-management so they can update their information, address, password, etc.

Have you used the Facebook integration? If yes, please elaborate on your experience in using this feature.

Yes, but our members have not been very active in using it. I think that's because our educational video modules don't really lend themselves to Facebook comments, and any questions members have are usually sent by email to the director of our academy.

How many members do you have using CustomerHub?

We have over 5,600 free members in the CustomerHub Member Portal. We also have over 150 active/paying members with access to the Real Wealth Investor Academy section of CustomerHub.

Did you set up CustomerHub on your own, or did you have help from Infusionsoft or a certified partner?

Our Director of Marketing set it up for us. He is highly skilled with Infusionsoft, but he is not a certified partner.

Describe your results (revenue generated, revenue collected, etc.).

In one year, we collected \$44,645 in membership fees for the Real Wealth Investor Academy.

Also, thanks to the ability to qualify members and get them instant information about our investment offerings, CustomerHub has played a huge part in our annual earnings of over \$1.5 million.

Finally, CustomerHub has saved us countless hours (and payroll) because we did not have to personally send out hundreds of individual emails with legal documents to our members who qualified to invest in our group projects that are regulated by the Security and Exchange Commission.

INTEGRATED MARKETING



LISA MACQUEEN

CLEANCORP

LISA MACQUEEN, CLEANCORP

What's Your Story?

Tell us why you started your business.

My husband had been working as a builder, but we had a very young family, and his paychecks were very irregular. We needed to find a business that would give us a steady income.

His brother was in property leasing, and he suggested office cleaning was an industry that always prospered, even in bad economic times. So, we started there.

Please describe your business in detail.

Over the years, we've invested heavily in our services and our people to ensure we remain at the forefront of the facilities and cleaning services industry.

Our customers are businesses located all over Australia and New Zealand. We're proud to be the company they rely on every day so that when their customers and their employees come to their premises, they are presented to the highest standard. We get a kick out of that. It's an awesome feeling as a business owner. Because we do our job really well, their workspace is a healthier and more productive place to be.

Our customers depend on us to provide a seamless approach with fully integrated service offerings, like having fresh and clean tea towels delivered at regular service intervals, green cleaning options, sanitary bin hire, and rubbish removal services.

In addition, we're so proud that we are the first cleaning company in Australia to offer our customers the latest innovation in cleaning: UV light cleaning. Using our sophisticated UV light technology, we can guarantee elimination of 99.9 percent of any "nasties" lurking on the telephone handset, door handles or any other high-touch points. This service literally stops the rest of the office from getting sick, too.

What other systems were you using before Infusionsoft?

When we first started, we had no systems (for anything!), but we were fast learners, and we knew that if we were to succeed, we'd have to get a system to help us. So, we started off with ACT.

Results and Business Metrics

Metric	Before Infusionsoft	After Infusionsoft
Annual Revenue	\$1.2M	\$3.75M
# of Employees	2	8
# of Leads/List Size	0	2,000+
# of Customers	120	241
\$ Spent on Advertising (Per Mo.)	\$0	\$1.5K
Hours working on Your Business (Per Week)	50	32
# of Vacation Days (Per Year)	What vacation?	40+



www.cleancorpservices.com

How did you hear about Infusionsoft? Why did you buy Infusionsoft?

It was about five or six years ago, and we were a OneCoach business coaching client. I remember saying to my coach one day how impressed I was with her incredible attention to detail and efficiency, and I asked her how she stayed on top of everything. She said, “I use Infusionsoft.” After that, I did my own research, and it definitely sounded like the right platform for my business.

It has been...wow! EVERYTHING in our business is “Infusion-ized.” We have a system, process, campaign, and webform for every single task we do. It’s wonderful, and because of this, it has allowed Hamish and I to have more time to work on our business. For example, we went to the Elite Forum, and without Infusionsoft, we would never have had the time to do that.

Did you work with an Infusionsoft partner to set up your application?

I’m a bit embarrassed to say that initially, I barely used Infusionsoft. I guess I was a bit overwhelmed by it. Then, with a little gentle nudging by Infusionsoft, I started to play around with sequences, and lo and behold, magic started to happen. We started to close more business, and our customers were enjoying better communication.

Then, we went to ICON [the annual Infusionsoft conference] and I heard Infusionsoft customer Janette Gleason speak. She resonated with me in so many ways. She was a busy mum trying to grow her husband’s business. I leaned in to that presentation and soaked up every word she said. After the presentation, I went and said hello. She seemed warm and genuine, so my path was set: I had to get Janette to set up my Infusionsoft application!

That started a six-month process, and we finished with a streamlined, wonderful application that did absolutely everything that I wanted it to do. Our business just grew and grew after that. It was amazing!

How has Infusionsoft affected your business? What is the one thing you’ve implemented with Infusionsoft that has made the biggest impact?

It has affected our business in the most incredible way. We are a “smart” business now. We can watch trends and anticipate needs. We can offer a new product or service and let our customers know quickly and easily.

A couple of years ago, we realized there was a disconnect between our customers and our on-site cleaners. Because the customers didn’t really know the cleaners, they didn’t care about them. Complaints were up, and we had significant churn. Our retention rate was terrible. We’d tried everything to address this (more supervision, more training, etc.), but still, the churn continued. So, we brainstormed how we could fix it. Our goal became to humanize the interaction between the customer and their cleaner, so we enlisted SendOutCards and designed a card which went out as part of our welcome sequence.

The card had a picture of the cleaner in it—not just in a work situation. Some were with their kids, some were with their wife/husband and some were with their beloved pet. Then, in the card we put a little bio of their cleaner with details on what they liked to do, what football team they liked, things like that.

The result? Absolutely astonishing. All of the sudden, there was a connection. Churn slowed down to an acceptable level, customer complaints dropped significantly, and our hardworking, loyal cleaners started to enjoy recognition when they came in each day to the clients’ offices. It was awesome!

How has Infusionsoft affected your personal life?

By giving us back time and by allowing us to take vacation time knowing everything is set up, organized, logical, and smooth. We love the freedom Infusionsoft has given us. (Thank you!)

Which Infusionsoft features do you use?

- ✓ Marketing Automation
- ✓ Sales Automation
- ✓ Infusionsoft Add-ons

Describe your process for attracting and capturing leads. What advertising channels do you use to reach your target market (PCC, direct mail, Facebook ads, events, etc.)?

Our process is to have strong calls to action on our website. We use a combination of SEO, PPC, and lumpy mail to attract leads. In our market, our prospects are already fairly “hot.” No one contacts an office cleaning company just out of curiosity. Generally speaking, they have a problem, and they want to fix it straight away.

Therefore, our sales cycle is very short (usually around 7-10 days). Any prospects that do not convert straight away are put into our funnel for direct marketing pieces (i.e., lumpy mail, which works very well in keeping in touch and keeping the opt-out rate to a minimum.)

We’re also working hard on our social media to attract leads, and we have just begun a strategic B2B campaign using LinkedIn to target our ideal clients, educate them with information, and then take our online relationship with them to an offline relationship by calling and inviting them for a coffee.

Describe your lead generation content and magnets (reports, webinars, blog posts, etc.).

Our most successful lead generation content is definitely our blog posts. We get a lot of traffic to our website and landing pages this way, and we have just upgraded our website to now include a call-to-action box on each page to make it easier to capture prospects while they’re in the mood for our services.

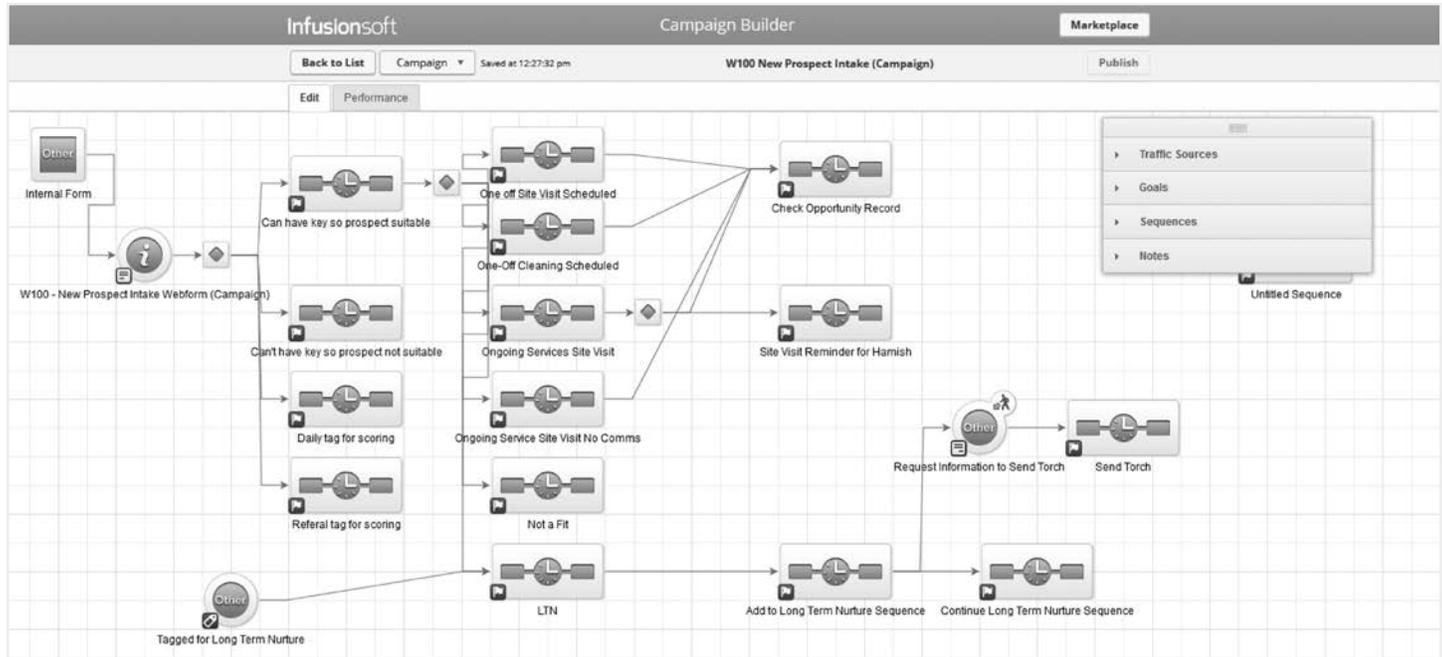
Then, there’s our extremely cool lead generation, which is our UV Light Beam Torch. This torch is a powerful UV blacklight. Once you switch off the lights in a room and make it dark, switch on the torch, and it’s a little like a “CSI” crime scene. All sorts of dirt and grime illuminates. It’s definitely not for the faint-hearted, but it shows with absolute clarity how dirty a room is. We use this tool very successfully with our prospects. We also have a free report called “8 Mistakes Every Office Manager Should Avoid”.

We also have regular blog posts that appear on our Facebook, Twitter, Google+, and LinkedIn accounts, and these blog posts account for a large number of our leads.

How do you get leads to opt in to your marketing list (landing pages, forms, etc.)?

For us, it seemed natural to give our prospects what they want straight up, so our main call to action/opt-in is the request for a “quick quote.” It is rare that someone would visit an office cleaning site unless they were actually in the market for this service, so we liked the idea of making it super easy for our prospects to just get a price quickly and easily. Some of our landing pages also use the UV Light Beam Torch as the opt-in, as well as our blog post pages.

Lead Generation



Be swept off your feet

Is your current cleaning company really cleaning your office?
By Lisa Anderson

How does your office make you feel? Are you glad to be there? Does it feel refreshing and uplifting? Or can you see dirt and grime wherever you look?

An office is a busy place. Even if just one person works there it still requires freshening up and dusting down regularly to keep it at its best. Take a look around now and see what you think. Does it look at its best? If the answer is no, you should consider changing cleaning companies. And if you don't have one and tidy everything yourself, then get the experts in. Not only will it save you time, it will ensure you arrive at a fresh and energized office every day.

An unclean office space affects you and your work negatively. Seeing a poor standard of service means you will feel obligated to freshen and tidy up the room yourself.

You need a clean, clear space to work in effectively. A space like this inspires everyone to keep it tidy throughout the week. You will also feel more positive and pro-active towards getting more done.

Surface cleaning is not enough. Thorough cleaning services provide an in-depth solution to the task of keeping offices running smoothly.

For example computers, monitors and keyboards all need specialist cleaning. Sanitising such equipment requires specialist skills and products. They make it more pleasant to use on a regular basis, and reduce the chances of passing on germs as a result of not being cleaned properly.

Thorough office cleaners are knowledgeable about every aspect of their work. If you don't see this knowledge with your existing service, it's time to move. The right office cleaning services will transform your business. They will inspire everyone who works in those spaces. They will also provide experience, services and solutions that will enhance every aspect of your working environment.

Compare cleaning services and think about long term benefits when making a decision. Ask for quotes and even get a service in to give you a run down on how clean they see your business and what in which they can improve the

Imagine this ...

You walk into your office after the cleaning crew and you feel disappointed, raise your eyebrows and don't stay anything because it's good enough for now and your busy schedule doesn't allow time to chase down the cleaning company and explain what was left undone.

With Cleancorp to rely on!

Your workspace will be rejuvenated by a professional team who pay attention to the detail, communicate with you to ensure your needs are being met and actually take the time to get it right every time - GUARANTEED

Book your on-going cleaning service with us, and receive a \$100.00 credit voucher to use towards any of our services absolutely FREE!

Don't just see with bad service any longer! Call 1300 211 944 now to book in a free quotation, and get the cleaning service you deserve!

Cleancorp
Responsive • Reliable • Refreshing

Ph 1300 211 944
or (02) 9957 4800
www.cleancorpnsw.com.au

officecleaning.com.au
Call Now! 1300 234 892

Suspect your cleaner might be missing things? Why not find out for sure!

Free UV Black Light Torch Reveals The Mess Your Cleaners Miss

Claim Your Free UV Blacklight Torch Now

Do you need a new office cleaner?

It's surprising how much dirt and grime regular cleaners can miss. Below is an image of the dirt and grime that is hiding in

Let us send you your own UV blacklight torch absolutely free - so you can see the unseen dirt, grime and bacteria your cleaners are missing.

Claim Your Free UV Blacklight Torch Now

The top 5 hot spots for office germs

We call the areas people commonly touch around your office "high touch points". This is where most of the dirt, grime and germs hide. Recent scientific studies suggest:

Describe the results you've seen from your lead generation efforts (list growth, return on investment, etc.).

Our first list (before Infusionsoft) was a jumbled mess of papers that took forever to look through, gave no metrics or information on our prospects and did not allow us to measure our ROI. Needless to say, the results we've seen since becoming Infusionsoft customers have been staggering. We've definitely experienced an increase in our list size, and our conversion rate has increased, especially since we deployed our new website.

Since the investment and implementation of Infusionsoft, Cleancorp™ has grown in revenue significantly.

- Year one revenue: \$1,510,498.05
- Year two revenue: \$1,978,116.06 (up 30.96 percent)
- Year three revenue: \$2,220,844.02 (up 12.27 percent)
- Year four revenue: \$3,420,642.89 (up 54 percent)

In addition to the increase in revenue for Cleancorp, our internal office staff numbers have increased. Our team now consists of eight office staff members.

We also relaunched a new website. With the help of a great SEO company in Australia and the awesome guys at CodeBox in California (another great contact we met through Infusionsoft), we have rebuilt our website and integrated Infusionsoft with it. Any queries that come through Google, www.cleancorpnsw.com.au, etc. now have automatically generated, logical responses that are specific to what the customer is looking for, plus information on how this customer found us and what we need to do for them.

We also are sitting at the No. 1 position on Google for most of our important keywords, and we use Facebook, Twitter, and LinkedIn to enhance our position within social media.

Describe your process for nurturing leads. How do you segment contacts for targeted follow-up?

We segment into what type of cleaning our prospects want: ongoing commercial cleaning, one-off cleaning, carpet steam cleaning, etc. We also segment via the number of services per week, geographical location, etc. We have highly targeted geo-specific nurturing, as we have found that our prospects are very parochial and like the idea of shopping in their local area for services if they can.

We nurture our prospects both online and offline. Using a combination of targeted emails, we start off with a “sales-y” email with a photo of Hamish on it, information about our triple ISO certifications, and a link to our e-brochure. After that, we really tone down the emails to look less and less “sales-y.” In fact, we have set up some of the campaign emails to look as though they've just been sent via our iPhone or iPad. These get enormous traction and response from our prospects.

We also have campaign steps that trigger us to make a thoughtful telephone call to check if they've received their quote. We use this step to further qualify our prospects, and we like to keep them talking about their cleaning for as long as we can!

Another step in our lead nurturing is our lumpy mail step. We have these awesome UV Light Beam Torches that show up dirt and grime. We send these out to the prospects to show them what their bathroom or kitchen really looks like under the UV light. Trust us: it's never good.

Lead Nurture



Responsive • Reliable • Refreshing

Just keeping in touch...

Hi Lisa,

As we haven't heard from you for a week or two regarding the quote we sent you for your office cleaning, we're just touching base with you again to follow up...

It might be that we have missed out on some detail that concerns you. Or perhaps you feel our service might not be up to scratch. Or (Heaven forbid), we were simply uncompetitive!

Either way, we would like the opportunity of reviewing where we went wrong...

Or, better still, if you are happy with the quote and wish to proceed, please let us know by calling us on 1300 211 944, or sending us a quick email helpdesk@cleancorpnsw.com.au, and someone will be in touch with you to get things started!

Have a great day and we look forward to hearing from you soon.



Hamish

Hamish Macqueen
Managing Director



Responsive • Reliable • Refreshing

Tel: (612) 9957 4800
FreeCall: 1300 211 944
hamish@cleancorpnsw.com.au
www.cleancorpnsw.com.au

If you no longer wish to receive our emails, click the link below:
[Unsubscribe](#)
 Cleancorp
 Servicing Australia and New Zealand
 Head Office: PO Box 1618
 NORTH SYDNEY, New South Wales 2059
 Australia
 (130) 021-1944



Responsive • Reliable • Refreshing

Traditional Cleaning Methods Are Not Effective

Hi Lisa,

I can't believe Christmas is just around the corner - where has the year gone?

Anyway, we have an exciting new initiative we want to share with you.

Here at Cleancorp, we've started using UV black light technology to find the unseen dirt and grime in our customer's premises - in bathrooms, on phones, desks, chairs and in kitchen areas - and then we clean it. A super clean workplace = healthier, more productive staff and fewer sick days.

What the torch does is highlight any areas missed during cleaning - the areas may look clean to the naked eye, but when you switch on the UV black light torch in a dark room, you can literally see what hasn't been cleaned.

Because we hope to work with you in the future we'd like to offer you one of our torches. Just use [this link](#) to confirm your details and we'll have one in the post for you straight away.

Once you receive the torch and check things out for yourself please let us know how you go!

All the best and look forward to hearing from you soon,



Hamish

Hamish Macqueen
Managing Director





Hamish Macqueen
Founder & Managing Director
Cleancorp

We use PPC advertising to push prospects to our landing pages. SEO is huge for us, and we dominate our keywords on Google. We capture leads there by having a “quick quote” call to action, which is extremely effective. We also use direct mail effectively by sending lumpy mail pieces to highly targeted groups of businesses in our demographic. Then, we use Infusionsoft automation to stay in touch with our prospects, build up rapport, add value with useful information, and build our brand with them.

Describe the results you've seen from your lead nurturing efforts (conversion rate, percent increase in sales, return on investment, etc.).

The results have been phenomenal. We consistently have a conversion rate of 40 percent, which is unheard-of in our industry. In addition, during some of the quieter months, we've found that our list has been the biggest source of high quality leads. Some of these leads had been in our drip sequences for over a year, so it was super gratifying that they came through when we were going through a quiet period.

Our sales are up from **\$1,227,532.24** to **\$3,420,642.89**.

Describe how you use Infusionsoft to streamline the product and/or service delivery process.

For our new customers, our marketing automation campaign starts even before our customers say “yes” to our services. It begins with our onboarding process. Some prospects fill out a quote web form, and others may come through to us via a telephone call, so we’ll just use our web form to record all the necessary details.

After this stage, we then go one of two ways. **It’s either A) a small job (1x per week) that we can quote without an on-site visit, or B) A larger job that needs someone on-site to do the quote.**

For option A, we complete a web form with the pricing details, which cleaner will do the job, the profitability percentage and what it’s going to cost the customer per week and per month. Once we hit “Submit,” a detailed quote goes to the prospect.

For option B, we complete the web form with details on the time and date we’ll meet with them on site. The system then sends a follow-up message to the prospect if it’s more than three days away. It also sends a task to Hamish to advise him where, when, and who he is meeting with, as well as an email with a link to a quote web form.

While Hamish is on site, he fills out the quote web form, which sends a thank you email to the customer and promises to get them a quote shortly. The system also sends a task to the office to advise that a quote needs to be done. Quotes are generated using web forms too, which saves us so much time!

Once a client says “yes,” we complete the final web form, which sends out a welcome email to the customer, a notification to our accounts department complete with full financials, and a notification to our cleaner to inform them they have a new client’s office. All of those steps are done via email.

Then, our sequence sends a queued fulfillment for our customer’s contract and a contract for the cleaner to sign.

After all of this, our customer campaign is designed to give lots of personal touches. We wanted to make the customer experience with Cleancorp a personalized one, so we designed a SendOutCards campaign that runs in our new customer campaign.

Two weeks into a new contract, we’ll send out cookies and a thank you card from our Managing Director, Hamish Macqueen. Our customers love the cookies, and it’s at this point that we often get some of our best testimonials.

How do you get referrals and testimonials?

Over 30 percent of our customer base is from referrals (unbelievable for a cleaning company). The thing is, we care much more about service than money, so when we ask for a testimonial from a customer, the majority of the time they will be happy to refer us to their friends and family because they are enjoying our great service.

We also have referral/testimonial requests built into our SendOutCards campaign and Infusionsoft campaigns. We have one-sequence step that asks for a testimonial, and we reward the customer and the cleaner with a \$25 gift voucher each.

When we do our site visits, we also ask for testimonials and referrals straight up.

Describe your results (customer satisfaction, number of referrals, repeat sales, etc.).

On our last customer survey, we had a customer satisfaction rating of over 90 percent. In our industry, this is considered to be an excellent score. However, we continue to work hard to improve past that point.

Describe your sales organization and your typical sales cycle.

Our sales organization is every member of our team. Every employee and every cleaner is an important part of our sales organization because they talk about our business, they work in our business, and they understand the business. They are our best ambassadors and salespeople.

Our typical sales cycle is seven to ten days, although for larger buildings, the sales cycle lengthens considerably and can take weeks or months to finalize. Once we receive a lead, all of our automation swings into action, nurturing, building trust and credibility, and educating our prospects about who we are as a company and who we are as people.

Our sales process includes as many “human” interactions as possible, particularly after a prospect becomes a customer. Because our business is providing labor as a service, it’s important to us that our customers feel like they have an emotional contract with their cleaners and vice versa.

By introducing them a little more to the customers over time with welcome cards, “How am I doing?” cards, referral cards and testimonial card requests, our customers begin to value their cleaner as a person who has hopes, dreams and a family. Without this, the customer just views them as “the cleaner,” someone they don’t really care about, who they are not invested in at all.

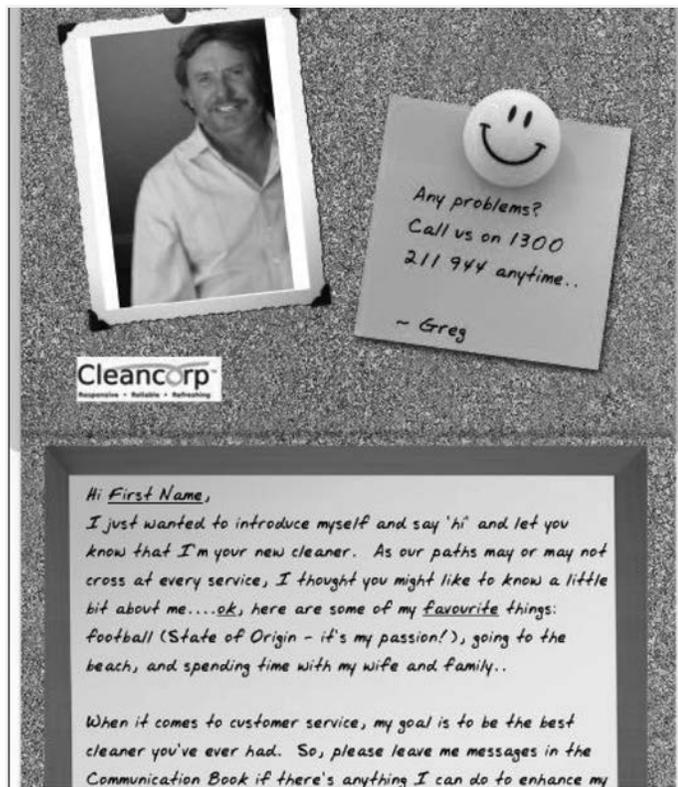
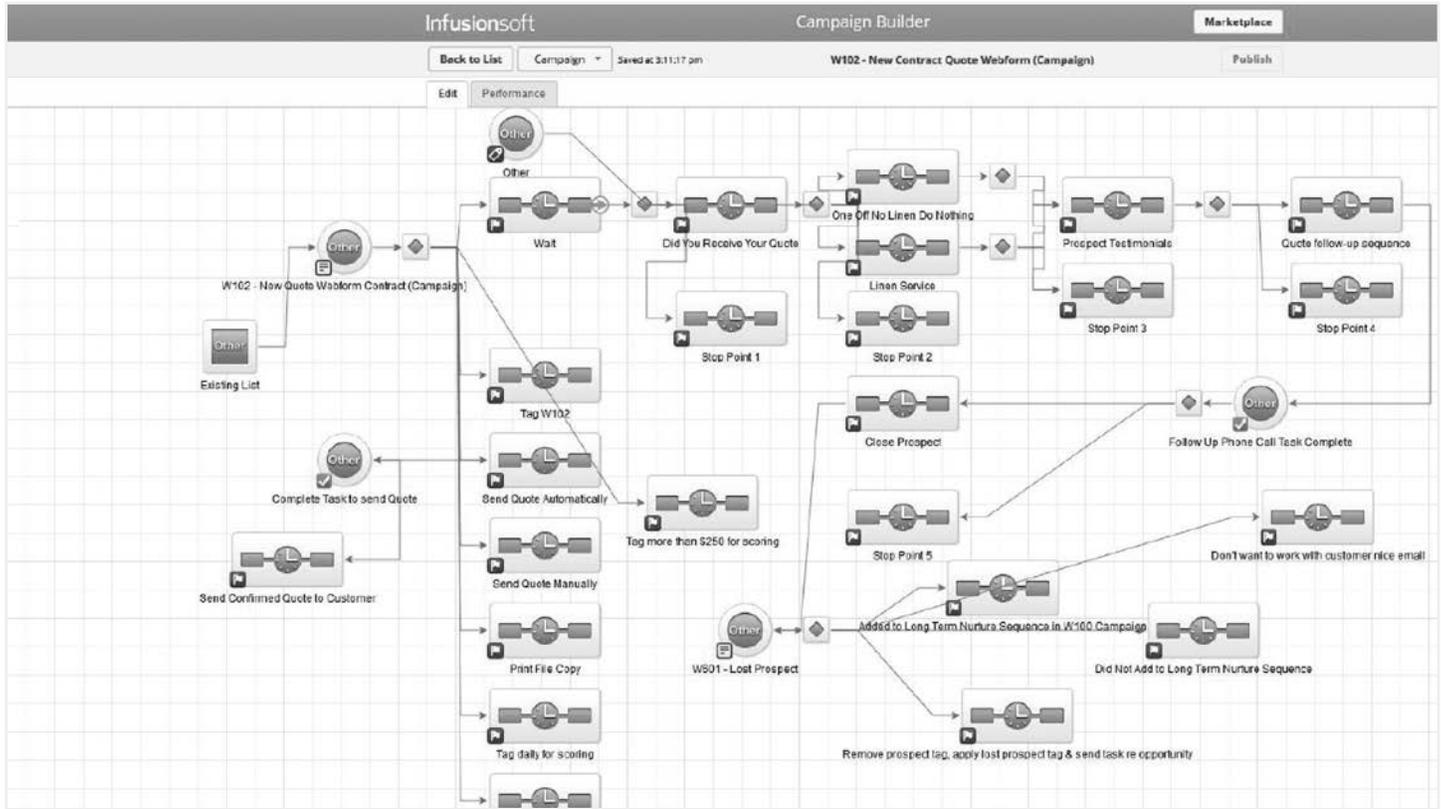
Because our sales are subscription-style in that we provide services on a contract basis over months and years, keeping our customers happy over a long period of time is super important. We believe the step of humanizing our interactions within our sales cycle has significantly cut the “churn” of losing contracts.

Describe your sales process. What are the stages in your sales process?

We break our sales cycle down to the following steps:

1. New opportunity
2. Site visits for quote (for three-plus services/week)
3. Quote
4. Make a call, seal the deal
5. Ready to invoice
6. New agreement

Customer Fullfillment, Upsell, Retention



who do you appreciate?

Hi Stella,
do you appreciate your cleaner?

Cleancorp™
Responsive • Reliable • Restoring

If you answered "yes" (and I'm hoping that was your answer ...) You can help them, and help yourself at the same time..

When you refer Cleancorp to a client, friend or business associate and they book their commercial cleaning with us, you will receive a \$50.00 gift card reward as a thank you from us - and so will your cleaner. So don't keep Cleancorp a secret - let your clients, friends and associates know how good your Cleaner is and get rewarded in the process!

It's easy to let us know - either:

1. Send us a message on the email below and tell us who you've referred; or
2. Get the person you referred to let us know that you sent them to us.

helpdesk@cleancorpsw.com.au
Thank You!

7. Risk Assessment
8. First Cleaning Ongoing Service

How do you utilize lead scoring and distribution?

We love the lead scoring. **We use the following criteria to score our leads:**

- Email open
- Daily frequency
- Three or more visits per week
- Ideal postcode area
- Web form submission
- More than ideal cost/week
- Referral from customer or employee has twenty-plus staff

How have your results improved since implementing Infusionsoft (annual revenue, growth, increase in sales, conversion rate, etc.)?

In our first year of business, we had 120 customers and sales of \$1,227,532.24. Average value per customer per year was \$10,229. Four years later, we have 241 customers and sales of \$3,420,642.89. Average value per customer per year is \$14,252.

Year over year, we're up 64 percent so far.

SCALING GROWTH



CASEY GRAHAM
THE ROCKET COMPANY

CASEY GRAHAM, THE ROCKET COMPANY

What's Your Story?

Tell us about why and how you started your business.

In 2008, I started the company out of a passion to reach church leaders worldwide and help them by training, speaking, coaching, and consulting. That year, I was complaining to my wife and talking about this idea of starting my own company. She finally told me, “Casey, pee or get off the pot.” So, I fired myself from my current position and hired myself to start a company to impact church leaders.

We had \$36,000 in the bank when we started. My wife was a stay-at-home mom with our one-year-old daughter. I acted like I had a ticking time bomb. If the \$36,000 runs out, then I'd have to go get a job at Home Depot.

Please describe your business in detail.

We are a small, scrappy team that leverages technology for exponential growth. We offer free downloads, single purchase resources, and subscriptions in different niches of the church. We operate from our version of Lifecycle Marketing:

- Attract traffic** — Bring visitors to our site
- Build the list** — Capture contacts through lead magnets
- Convert the list** — Nurture and sell to our list through a warm-up sequence, nurture sequences, structure sales, online and live events
- Deliver** — Satisfy our customers with the content they've purchased
- Engage** — Engage partners and joint ventures to fill up “A”
- Finances** — Report finances and key stats to support A-E

Results and Business Metrics

Metric	Before Infusionsoft	After Infusionsoft
Annual Revenue	\$219K	\$2M
# of Employees	3	7
# of Leads/List Size	800	40,207
# of Customers	43	4,020
\$ Spent on Advertising (Per Mo.)	\$0	\$9K
Hours working on Your Business (Per Week)	60	35
# of Vacation Days (Per Year)	10	33

The screenshot shows the website layout for The Rocket Company. At the top, there are navigation links for 'THE ROCKET COMPANY', 'PREACHING', 'GIVING', 'Coaching Room', and 'Coaching Room'. Below this is the company logo and tagline: 'We help the church succeed by providing the best how-to coaching and done-for-you resources.' A navigation bar includes 'WHO WE ARE', 'WHAT WE DO', 'WHO WE SERVE', 'STORE', 'BLOG', 'CONTACT US', and 'FREE STUFF'. The main content area features a 'Free Report: Five Things That Destroy Every Sermon' form with fields for 'First Name' and 'Email', and a 'SUBMIT' button. To the right is a video player showing a man speaking. Below the video are three promotional banners: 'EASTER COACHING AND RESOURCE BUNDLE' with a 'Learn More' button, 'PREACH BETTER SERMONS LIVE! A ONE-DAY WORKSHOP IN 7 CITIES. \$79 A PERSON' with a 'REGISTER NOW' button, and 'WHAT HAPPENS WHEN YOU GIVE THE PERFECT GIFT FOR DONORS' with a 'FOLLOW US' button.

www.therocketcompany.com

What other systems were you using before Infusionsoft?

The worst systems of all: papers all over my car and Zoho CRM.

How did you hear about Infusionsoft? Why did you choose Infusionsoft?

At the time, I was \$80,000 in debt with money running out for my family, and I was searching for anything that would bring freedom to my life, including the Internet. I clicked on a link from a website, and while it was loading I noticed the URL said infusionsoft.com. I was curious, so I Googled it.

I did the demo and began experiencing the automated drip process. I called the sales number and talked to a guy named Evan. He helped me understand how Infusionsoft could create the freedom I wanted for my life. I couldn't believe the ridiculously low price for everything you get, so I bought it right away.

I went in thinking Infusionsoft was just software, but it is more than that. It's the salvation for small businesses. The automation and Lifecycle Marketing are invaluable for businesses, and I'm in favor of a price increase.

How has Infusionsoft affected your business?

We believe "automation trumps determination," and Infusionsoft has allowed us to do that.

Infusionsoft is our salesforce for a few hundred dollars a month. It's unbelievable how it provides the automated sales process and follow-up, and how we've been able to add contacts and communicate with them in a way that has allowed exponential growth in revenue, while keeping our team small.

We are determined to be good at capturing leads, and Infusionsoft allows us to do that with embed codes at the click of a button.

We are determined to follow up on all leads—whether cold, warm, or hot—and Infusionsoft allows us to nurture all of them.

We are determined to help thousands of churches worldwide, and Infusionsoft allows us to do that, while still being home with our families.

We are determined to have a small team, and Infusionsoft allows us to do that, while maintaining a 40 percent profit margin.

How has Infusionsoft changed your personal life?

Infusionsoft created freedom for me, and it has allowed me to fulfill a personal core value to help people around the world who can't help themselves.

One year into the business, I was stressed about taking a vacation and not having money to pay for it. Three years later, I spent four weeks on vacation in the mountains, Belize, and on a Disney Cruise with my family.

I was \$80,000 in debt and scared. Right now, my family and the company are 100 percent debt-free.

I was worried about how I was going to pay our employees. Now, we distribute quarterly profit sharing to our employees.

We have fully funded a child survival shelter through Compassion International in the Dominican Republic and helped start a mission-based non-profit in the Atlanta area.

Infusionsoft has changed my life!

Which Infusionsoft features do you use?

- ✓ Contact Management
- ✓ Lead Capture
- ✓ Marketing Automation
- ✓ CRM
- ✓ E-commerce
- ✓ Referral Partner Management
- ✓ CustomerHub

What is the one thing you've implemented with Infusionsoft that has had the biggest impact on your success?

Infusionsoft has allowed us to coach thousands of church leaders rather than one at a time. We want to reach as many people as possible, and because of the automation and subscription-based commerce and delivery, we are able to do that without growing a huge team and sacrificing what's most important to us.

Describe your process for attracting and capturing leads. What advertising channels do you use to reach your target market (PCC, direct mail, Facebook ads, events, etc.)?

We believe in the every day and the big day.

We capture leads through social media, relationships (joint ventures) and events. We drive people to landing pages to opt-in for a free resource, webinar, or event.

We utilize our relationships with people and organizations that are willing to send emails to their lists on our behalf.

We provide world-class events with famous people that provide helpful content to reach tens of thousands of people at a time.

Describe your lead generation content and magnets (reports, webinars, blog posts, etc.).

We provide how-to content through blog posts with opt-in boxes, free reports, free webinars/online events, and live events. This approach serves as the first step of our funnel to drive people to resources and our core coaching programs.

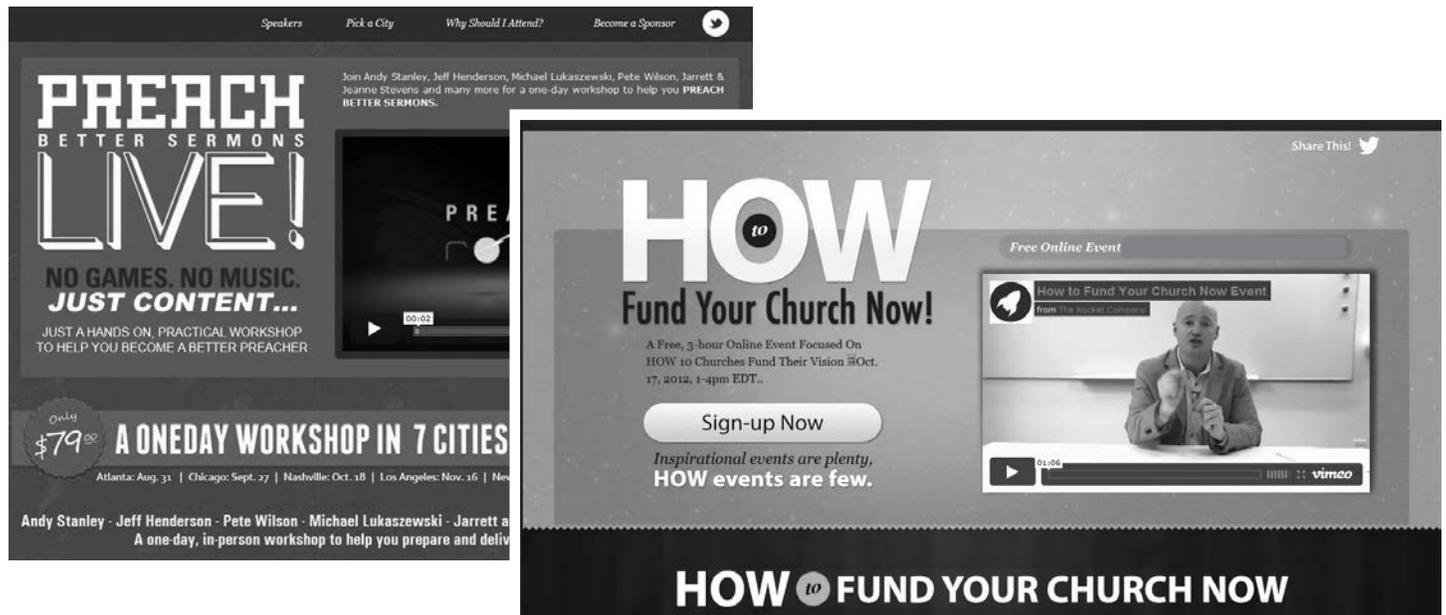
We believe in the pink spoon of Baskin Robbins: give people a different taste so they buy what they like.

How do you get leads to opt in to your marketing list (landing pages, forms, etc.)?

We give them value, and they pay us with their email address by requesting a free resource or signing up for a free online or live event. Landing pages with embedded web forms are utilized for the sign-up process.

Describe the results you've seen from your lead generation efforts (list growth, return on investment, etc.).

Landing Pages for Events:



When we started, we barely had 800 contacts. Now we have over 40,000.

By investing just a few hundred dollars a month in Infusionsoft and a small budget for marketing, our revenue has grown from \$219,929 to \$2,035,736. That's a 925 percent increase.

Describe your process for nurturing and converting leads. How do you segment contacts for targeted follow up?

We understand everyone is unique, and you can't treat someone like everyone. If they feel like everyone, they don't feel like someone.

When a new contact comes into our funnel, they are placed into our warm-up sequence that is geared toward the area of interest they signed up for (preaching, giving, etc.). The warm-up sequence is designed to add incredible value to them as a leader, while introducing our products through "by-the-way" selling.

Once they complete the warm-up sequence, they are placed in our nurture sequence that adds tons of value, while also selling products and coaching.

We segment our communication based on what people are interested in (preaching, giving, etc.) by using tags and action steps. If someone has already purchased a product, we don't clutter up their inbox with sales emails about it again.

Landing Pages for Free Reports:

THE ROCKET COMPANY
We help the church succeed by providing the best how-to coaching and done-for-you resources.

WHO WE ARE | WHAT WE DO | WHO WE SERVE | STORE | BLOG | CONTACT US | FREE STUFF

The First Five Minutes

The core coaching program is the best way to grow as a communicator and interact with the Preaching Rocket community, but we do have several free preaching resources to help you prepare better sermons.

THE FIRST FIVE MINUTES

You capture the attention and imagination of your audience in the first five minutes of your talk. If you haven't compelled them to listen in the first five minutes, you've probably lost them for the entire sermon and maybe the entire series.

We want to help you engage your listeners from the very beginning. Michael Lukaszewski, one of our Preaching Rocket experts, is going to fill you in on some best practices for developing the first five minutes of your talk.

Fill in your information and you'll be redirected immediately to the on-demand video.

First Name *
Email *

THE ROCKET COMPANY
We help the church succeed by providing the best how-to coaching and done-for-you resources.

WHO WE ARE | WHAT WE DO | WHO WE SERVE | STORE | BLOG | CONTACT US | FREE STUFF

The Giving Talk

The core coaching program is the best way to interact with the Giving Rocket community to change the financial culture of your church, but we do have several free resources to help you have more money for ministry.

THE GIVING TALK

Did you know that in just two minutes you can increase giving in your church? That's right we believe that by developing a "Giving Talk" you can increase your giving immediately.

We're here to help you understand the need to have a giving talk and coach you on the best way to present the talk. This resource was designed with you in mind!

Fill in your information and we'll e-mail you the report right away.

First Name *
Email *

Submit

Fill out the simple form to your right, and we'll email you The Giving Talk.

THE ROCKET COMPANY
We help the church succeed by providing the best how-to coaching and done-for-you resources.

WHO WE ARE | WHAT WE DO | WHO WE SERVE | STORE | BLOG | CONTACT US | FREE STUFF

Five Financial Systems every church should have

The core coaching program is the best way to interact with the Giving Rocket community to change the financial culture of your church, but we do have several free resources to help you have more money for ministry.

FIVE FINANCIAL SYSTEMS EVERY CHURCH SHOULD HAVE

It doesn't matter how big or how small your church systems help you grow and thrive. However, most churches don't have great financial systems in place.

We believe that there are five financial systems that every church should implement in order to increase giving. We've seen large and small churches have success with these systems. We believe in them so much that we're giving them to you for free.

Click here to fill out a simple form and we'll email you Five Financial Systems every church should have.

First Name *
Email *

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Preaching Christmas

The core coaching program is the best way to grow as a communicator and interact with the Preaching Rocket community, but we do have several free preaching resources to help you prepare better sermons.

PREACHING CHRISTMAS

Most people will come back to church at Christmas regardless of how long they've been absent. We believe that your Christmas message is one of the most important messages you will give all year and we want to help you make it the best it can be.

We sat down with Jeff Henderson, one of our Preaching Rocket Experts, to talk to him about preaching Christmas. You don't want to miss what he has to say!

Fill in your information and you'll be redirected immediately to the on-demand video.

First Name *
Email *

Submit

Describe your lead nurturing process and content.

Warm-up sequences: We want to introduce people to our company and how we can help them gently and in a way that benefits them. We send seven emails over thirty days with valuable content that helps them become better leaders.

Nurture sequence: We know that people connect with people, and we want to treat everyone like they're somebody. Infusionsoft allows us to build relationships with thousands of people and be friends with them through our nurture sequence. This is typically one email per week with helpful content that drives them to a resource or coaching program.

Landing Pages for Free Webinars:

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The First Five Minutes

The core coaching program is the best way to grow as a communicator and interact with the Preaching Rocket community, but we do have several free preaching resources to help you prepare better sermons.

THE FIRST FIVE MINUTES

You capture the attention and imagination of your audience in the first five minutes of your talk. If you haven't compelled them to listen in the first five minutes, you've probably lost them for the entire sermon and maybe the entire series.

We want to help you engage your listeners from the very beginning. Michael Lukaszewski, one of our Preaching Rocket experts, is going to fill you in on some best practices for developing the first five minutes of your talk.

Fill in your information and you'll be redirected immediately to the on-demand video.

First Name *
Email *

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Preaching with a Point

The core coaching program is the best way to grow as a communicator and interact with the Preaching Rocket community, but we do have several free preaching resources to help you prepare better sermons.

PREACHING WITH A POINT

No one likes to listen to a person ramble on and on. No matter who they are we get lost and tend to tune out. As a communicator you

Fill in your information and you'll be redirected immediately to the on-demand video.

First Name *
Email *

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Church Giving Survey Results Revealed

The core coaching program is the best way to interact with the Giving Rocket community to change the financial culture of your church, but we do have several free resources to help you have more money for ministry.

CHURCH GIVING SURVEY RESULTS REVEALED

We surveyed over 1000 churches. We were surprised to learn that only 14% of those churches are exceeding budget.

So, what can we learn from the 14%? We're going to tell you in this free resource. We believe that it will dramatically affect the way you look at giving in your church.

Fill out the simple form to your right, and we'll email you Church Giving

Fill in your information and you'll be redirected immediately to the on-demand video.

First Name *
Email *

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WHO WE ARE | WHAT WE DO | WHO WE SERVE | STORE | BLOG | CONTACT US | FREE STUFF

How to Talk about Money Without Ticking People Off

The core coaching program is the best way to interact with the Giving Rocket community to change the financial culture of your church, but we do have several free resources to help you have more money for ministry.

HOW TO TALK ABOUT MONEY WITHOUT TICKING PEOPLE OFF

It's hard to talk about giving in your church without making some people mad. We want to help you learn how to talk about giving with ease and confidence.

In this resource, Casey Graham, the founder of Giving Rocket and an expert on talking about giving in your church, lends his expertise – telling you the one thing you must not say.

Fill in your information and you'll be redirected immediately to the on-demand video.

First Name *
Email *

We also publish on popular websites and capture contacts:

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Popular News & Features

CELEBRATE EASTER SUNDAY, MARCH 31 7, 9 & 11 AM

Describe your lead conversion process, including how customers buy from you (online, through a sales person, etc.).

We use “by-the-way” selling in all of our broadcasts, as well as structured sales (three-day sale) with promotions and offers. The goal is to get them to click through to a sales page on our website that will then take them to either an order form or a store product. We also utilize our online events this way to get people to convert.

An in-person sale happens most often at our live events. However, the majority of our sales are done online.

Describe the results you’ve seen from your lead nurturing efforts (conversion rate, percent increase in sales, return on investment, etc.).

Through our efforts, the overall conversion rate of our list is 12.9 percent. On top of that, 3.3 percent of them are paying for the core coaching programs with recurring revenue.

One year our revenue increased by 154 percent.

We use the Infusionsoft store and order forms to sell core coaching programs (subscriptions) and digital products. We promote these through our email communication, website, social media, and referral partners.

One of the best ways we have seen growth has been upselling people when they fill out a form or register for a free event. We have various thank you pages that offer a free trial to our core coaching programs or special discounts on products.

What kind of online sales tools are you using (shopping cart, order forms, etc.)?

We use sales pages for products and coaching programs that direct people to the Infusionsoft store/shopping cart and order forms, where the sale happens.

Do you use any of Infusionsoft’s promotional tools to increase sales, such as discounts, upsells or payment plans?

We use all of those. For instance, we offer a free thirty-day trial of our coaching programs by using promo codes. We use an upsell to one of our most popular one-time digital resources in the shopping cart. We use payment plans for our higher priced products as well. The upsell in the shopping cart has been particularly successful, even with people who sign up for a free thirty-day trial.

Describe your results (annual revenue, increase in sales, conversion rate, etc.).

Four years after starting with Infusionsoft, our annual revenue was \$2,035,796, a 154 percent increase over the previous year. Our list conversion rate is 12.9 percent, with 3.3 percent of our list on recurring revenue.



Describe your referral partner program and the results you've generated from it.

"E" Engage Partners is our strategy to drive more traffic to our site. It is an integral part in how we will grow from \$2 million to \$10 million in the coming years.

We had six key referral partners that generated over 7,000 contacts to our list, with over \$100,000 revenue generated. They promote our free resources, online events, and live events by utilizing the referral partner resources and links generated.

Describe how you use Infusionsoft to create raving fans. Describe how you use Infusionsoft to streamline the product and/or service delivery process.

We know people need more than a product or service. They need coaching. Infusionsoft allows us to automate the follow-up for buyers with coaching on how to use the resource most effectively, while addressing buyers' remorse by reiterating the benefits. The automation also allows us to connect with them and create community by including questions they can respond to in order to start a conversation. In addition, we are able to ask how likely people are to recommend us and get our Net Promoter Score. Having that allows us to assess how well we are serving our customers and make improvements.

How do you upsell customers and/or get repeat sales?

We use upsells in our shopping cart, which have been very effective. Customers who are members of our coaching programs (subscriptions) are eligible for discounts on add-on products. Infusionsoft allows us to build those upsells into our automated sequences. We promote new or similar products to customers based on tags applied when they made a purchase, which allows us to get repeat customers.

How do you get referrals and testimonials?

Through the automated sequences, we are able to ask questions in our correspondence with customers about their experiences. That allows us to collect stories of their success, as well as ask them for referrals. We don't currently collect the referrals, but we simply ask them to forward an email about a free event to introduce people to our company.

Describe your results (customer satisfaction, # of referrals, repeat sales, etc.).

Our Net Promoter Score is currently at 8.1. It has not gone below eight before. We have 945 repeat sales, which is 24 percent of our buyers.

Subject: Making the Most of Docs and Forms

Dear Jimmy,

Thanks again for purchasing Docs and Forms. My prayer is that it will help you organize your church for greater success. Because your mission is so important.

I know having 120+ new documents can be overwhelming so I wanted to take a quick second and give you three ideas for how to see immediate results.

Print the table of contents and read through it. (Attaching it here for you as well)

Schedule a systems check up meeting. Grab a few key staff members or volunteers and decide which areas need improvement. Don't try to do everything at once...let a few people help you prioritize.

Send 2-3 of the documents to the appropriate team member. Don't send them everything, but send a few. For example, send the guest worship leader expectations to your worship leader and ask him or her to tweak for your church.

Getting organized is one of those important but not urgent things that can really pay off in the long run.

Happy organizing.

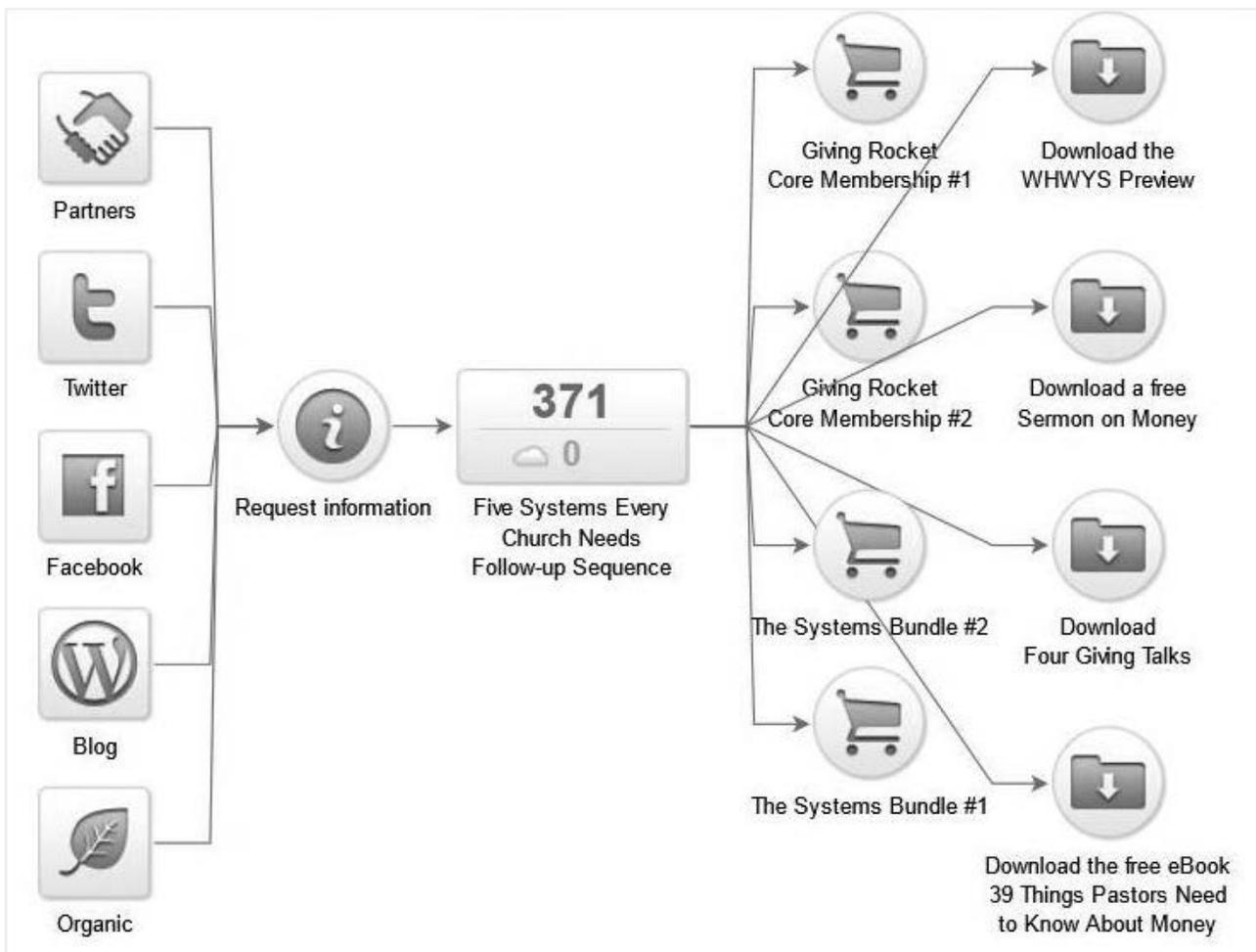
Michael

How are you using CustomerHub (membership site, collections portal)?

We currently have two membership programs that are delivered through CustomerHub. We utilize all functions of it: media hosting, resource downloads and payment portal. The integration makes it perfect for us to regulate access when resources are purchased or when payments decline.

Describe how CustomerHub helps you achieve success.

We are able to deliver the right materials to the right people because of the integration with Infusionsoft and sequences. Having all the membership resources in one place makes it easier for the end user to access what they want, when they want it. The Facebook integration also allows us to further connect with our customers and create a community of church leaders.



LAUNCHING A FRANCHISE



JIM CAVALE
IRON TRIBE FITNESS

JIM CAVALE, IRON TRIBE FITNESS

What's Your Story?

Please describe your business. Tell us how it started. Do you sell a product or service? What is your target market?

Iron Tribe Fitness is a CrossFit-based fitness culture that has become an infectious lifestyle throughout Greater Birmingham, Alabama.

In 2010, Forrest Walden founded the first Iron Tribe Fitness location in the trendy Homewood community, just south of downtown Birmingham, with the idea of creating a culture that would breed self-improvement both inside and out.

With a 250-client cap per location, Iron Tribe Fitness' Homewood store sold 250 memberships in less than ten months' time.

This contagious culture started in Forrest's garage in 2008. Although he had experienced a great deal of success in the fitness world as a Fitness Together master franchisee (one-on-one personal training franchise model) overseeing and developing fifty-five locations throughout the southeast United States, his passion for the CrossFit training program grew to the point where he aspired to systematize it into a business model that could be delivered to the masses.

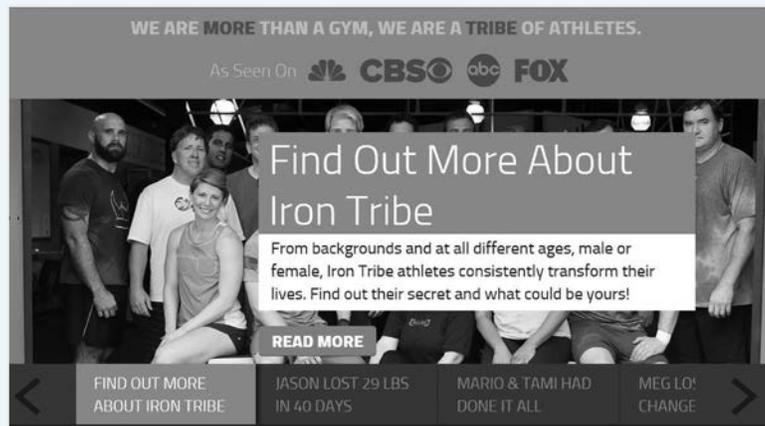
That's exactly what has happened. After selling out its 250 membership spots at Iron Tribe Fitness' first location in Homewood, I came on board to open up our second location on Highway 280 (East Birmingham).

Once again, we sold 250 memberships in the first year. With our average customer ticket exceeding \$250/month and the average client contract value exceeding \$1,700, our business model allows for a high-quality buildout that encompasses the Iron Tribe Fitness brand, as well as providing a full-time staff of coaches and managers who have turned their passion into a serious career!

We opened two more company-owned locations here in Metro Birmingham and finalized details that will allow us to sell franchises. We already have sixteen different groups for our Discovery Day to investigate the possibility of opening their very own Iron Tribe Franchise this year.

Results and Business Metrics

Metric	Before Infusionsoft	After Infusionsoft
Annual Revenue	\$1.1M	\$2.3M
# of Employees	10	17
# of Leads/List Size	585	2,389
# of Customers	350	576
\$ Spent on Advertising (Per Mo.)	\$5K	\$12K
Hours working on Your Business (Per Week)	50	45
# of Vacation Days (Per Year)	10	15



www.irontribefitness.com

We are in the final process of building out our corporate office, which will live inside of our third location, headquartered in downtown Birmingham. It is here that we will qualify, sell, and support our franchisees beginning this year!

Our target market is extremely diverse, as our training program is a group fitness model that has a great deal of intensity, along with a wide range of scalability so that anyone can do it. However, it is more expensive than your \$25 to \$50/month Gold's Gym membership, much less expensive than going to a personal trainer and surprisingly comparable to your local corner boot camp program.

Thus, we serve all ages, shapes and sizes. Our target market is the 35- to 55-year-old professional male or female, as well as females in the same age group who are stay-at-home mothers and homemakers. The exciting part is that we still serve those in their 60s and 70s, as well as young athletes in their 20s, all working out in the same class at each of our facilities every day! We have also experienced a tremendous response to our "Tribe Kids" program, which serves our youngest athletes from 6-12 years old.

How do you generate interest (i.e., advertising, SEO, driving traffic to your site)?

While referrals drive more than 75 percent of our leads, marketing lives at the forefront of our business model. It's a big reason that attrition has been below 4 percent monthly for two years now, and it is something we are always trying to improve. This, of course, is in addition to doing the same with our fitness service as well. Without our quality product, there would be nothing to market and no chance for solid continuity with low attrition.

We run direct response-style advertisements in everything from local print publications to radio, television, outdoor (billboards), SEO, SEM, and a great deal of internally generated multimedia content that flows through all of our social mediums and websites.

Almost all of our advertisements send prospects to IronTribe101.com, which is built with the prospect in mind and contains direct response sales copy and multimedia content that encourages each visitor to fill out one of our Infusionsoft web forms, which are embedded on each page within this website.

We also have web forms embedded on our main IronTribeFitness.com site and our Facebook fan page.

How do you capture leads and get permission to market to prospects?

Infusionsoft web forms are a huge part of our lead capturing strategy. From embedding these web forms on "Contact Us" pages, to using them in motion .GIF files on our website home pages and as banner advertisements via SEM, these forms have been vital in generating new leads.

Because the majority of our leads are "hand raisers," we have a database made up of warm prospects who have volunteered their permission to receive our marketing, versus a cold list that might be larger but much less likely to convert.

We have also created thank you pages that live on each of our websites, which are what the leads will see after they fill out any of these web forms. The thank you page offers a free gift, such as one of our free reports, or even a branded thumb drive that we send them in the mail. When they put the thumb drive in their computer, it automatically plays our sales video.

The other thing we use Infusionsoft web forms for in regard to the lead capturing process is what we call "prospect portals." These are in-depth web forms coinciding with phone and walk-in scripts that we have designed for our store managers to implement with each lead prospect who "raises their hand" with interest in our program.

Like our web forms, certain tags and actions are initiated based on what is clicked or entered within each of these forms.

How do you nurture and educate these prospects?

After prospects fill out the web forms, we have several different tags and actions that occur, depending on the information entered within each web form.

We have two different free reports written with classic direct response elements, including bold headlines, irresistible offers, ironclad guarantees, and loads of social proof.

Another standard action that takes place is a twelve-step follow-up email sequence that educates the prospect on the nine fundamental movements of our Iron Tribe program. Each email teases an in-depth landing page that lives on our prospect sales website, IronTribe101.com. These landing pages contain a plethora of multimedia content, both educational from our staff and testimonials from our clients, providing the proof for our copy.

What have you done to convert these educated leads into customers and clients?

In addition to “nurturing” our leads with the free gifts and a multi-step follow-up email sequence, we use assignments and tags to organize each of our facility manager’s Infusionsoft user home pages.

Based on which web form a prospect fills out, they are initially assigned to the respective Iron Tribe Fitness manager’s Infusionsoft user account as a “Prospect” tagged on his or her user homepage. From there, the location manager’s job is to use our sales scripts, Infusionsoft pre-built email templates and several other strategies to figure out if this prospect is going to become one of two tags: an “Active Client” or a “TIO.”

The “Active Client” is, of course, a paying client and no longer a prospect. They have signed a four-, eight- or twelve-month contract for anywhere from \$230-\$310/month, along with paying \$350 for their first month of introductory training.

The “TIO” is a “Prospect” who did not pre-qualify and is still thinking it over, hence “TIO.”

It is the location manager’s responsibility to edit and adjust these three tags and to keep their sales and marketing workflow organized on their user home page, thus driving their daily sales and marketing tasks and providing them with the tools to sell their 250 memberships in record time!

At the same time, they have a long list of other prospect and customer tags to help us keep metrics on lead sources, age, sex, etc., which is something that gives us great perspective before running marketing campaigns toward different segments of the Metro Birmingham market.

How do you make sure that you collect the cash from customers? Do you use Infusionsoft to follow up with those who owe you money?

We use EZ Facility to manage our client billings for group fitness revenue, which is normally a monthly draft for each client. We also use EZ Facility for our POS system, where profit center transactions occur. EZ Facility has recently partnered with Infusionsoft to provide an API database sync. (Thanks!)

The profit centers are headlined by our Inner Fire Grill food program that was founded through the use of a local caterer. He specializes in taking the food straight from the local, organic farms and preparing it consistent with the paleolithic diet that is taught from day one of a client joining Iron Tribe Fitness. Inner Fire Grill provides our clients with the option of breakfast, lunch and/or dinner on a three-, five- or seven-day per week basis.

Other profit centers include our snack line, Sweat Angel Bakery, which is another internally founded product that fits within the paleolithic diet. Also, we sell several products from third-party vendors, such as supplements like SFH Fish Oil and Progenex Recovery Drinks.

We have automated a several-step “stick campaign” after the client joins Iron Tribe that upsells them on the food program, products and supplements. In addition, we have automated a referral campaign that gives coupons on these products anytime an existing client refers us business.

Bottom line, how has Infusionsoft’s all-in-one sales and marketing impacted your business?

It has allowed us to scale our business model for the average operator to have the ability to run an Iron Tribe Fitness location, preserving our sales, and marketing workflow to a degree that consistently brings in leads for our team to close.

All of our marketing flows through the web and, ultimately, through our Infusionsoft database, which is divided strategically between each of our life-changing Iron Tribe Fitness locations via contact assignments set in the user permissions.

As a “brick and mortar” business, our Infusionsoft case study is unique in so many different ways, including the fact that we are building a blueprint for franchisors, who are looking to leverage software like Infusionsoft to help duplicate and scale their model to a level of worldwide capacity amongst all of their stores.



CALL 205.226.8669 TO SET UP YOUR FREE CONSULTATION

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The ITF Program

There is a strange but rapidly growing fitness phenomenon occurring in Birmingham, AL.

People, who have had gym memberships for years, are abandoning their memberships after discovering a radical new program that is transforming bodies faster than anything they have ever experienced.

And they are getting the body they've always wanted at Iron Tribe Fitness, after mastering the 9 most overlooked exercises their previous gyms abandoned. This new program, combined with these 9 overlooked exercises, is so fun and addictive that outsiders often joke it must be a cult!

We laugh it off because, while it is not a cult, members of the Tribe are rabid in their enthusiasm about the results they didn't think were possible.

Let me show you why. Take a look at this fun and informative video, and see how Iron Tribe Fitness began as a garage gym hobby, and rapidly grew into Birmingham's leader in fitness.

But first, please don't allow what you are about to see in this video to intimidate you. I say that because the most common concern we hear from newcomers, is their disbelief that they can actually do the exercises they see in this film and in our program.



Rest assured: Neither could I, (or my wife Mendy, either) when we first began! We had to do hard (but fun) work, then you'll be amazed at how rapidly you improve and transform.



In The Future, These 9 Overlooked Exercises Will Help You Lose Fat Faster Than Anything You Have Ever Experienced.

"Only you don't have to wait. You can start right now!" -Forrest Walden

Dear Friend,

If you had seen Teresa Kirkwood the day she walked through the doors at Iron Tribe Fitness, you'd know why she needed a near miracle.

At the age of 49, this nurturing mother and pie maker was 30 pounds overweight. She had concluded her slowing metabolism had doomed her to the dreaded middle aged spread.

That's when she discovered Iron Tribe Fitness and these 9 overlooked exercises that changed her body and her life. She mastered them all by going through our Iron Tribe Fitness 101 class, which is 12 classes long.

These 9 movements and the Iron Tribe Fitness 101 are at the core of who we are...

We are a Fitness community, whose "sole purpose for being" is to live a life of action by actively serving God, our families, our members and our community at large.

We can do this only by becoming, and staying as healthy and fit as possible.

Therefore, we refuse to be a waste of skin on this earth by being unfit, unhealthy or useless to society.

We have deep convictions of what it means to really be FIT.

We have deep convictions of what it means to be an example.

And that means we practice what we preach. We **live the code**.

Powered by CrossFit. **IRONTRIBE** FITNESS **STRONGER TOGETHER**

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The Shoulder Press

When Dr. Ken Fox began his mission of "Physician, heal thyself" with Iron Tribe Fitness, he had no concept of the 9 most overlooked exercises that would change his life.

But it didn't take long for him to realize how vitally important it was for them to develop the functional strength of over head movements.



Next to having the ability to perform a full squat there is nothing more beneficial than a full overhead press. Whether that weight is placing your suitcase in an overhead bin on a flight, or pressing a weight overhead strength is critical to a high quality of life!

To see the movement complete with in depth coaching from our Director of Training, LaFar different than most personal trainers approach to doing thousands of sit-ups or have a full overhead press. To see the movement complete with in depth coaching from our Director of Training, LaFar

Powered by CrossFit. **IRONTRIBE** FITNESS **IRONTRIBE101.COM 205.226.8669**

THANK YOU & WELCOME ABOARD!

When Dr. Ken Fox, MD arrived in Birmingham to fulfill his fellowship requirements, he weighed 210 pounds, which for him is 40 pounds overweight.

Not only was he grossly overweight, he was also fighting a lonely battle against a silent, vicious enemy ... depression.

In addition, he was physically suffering with a case of acid reflux so bad, the pain ruined his sleep and would often force him awake at night.

To make matters even worse yet, he was warned by his primary care physician he had to make a lifestyle change, or he'd be placed on a life-long prescription of cholesterol lowering drugs, like Lipitor.

Faced with obesity, depression, high cholesterol, acid reflux, and a life-time of being on medication, what do you suppose this 40-year-old doctor did to heal himself?

He joined Iron Tribe Fitness, and discovered the 9 most overlooked exercises and (in the future will be credited with turning the fitness industry on its head) changed his life.

In today's video lesson, you'll discover movement #4 on our list of these nine. Click here to view a video demonstration and to hear from Dr. Fox himself!



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HOME | PEOPLE | SUPPORT | DIET | LINGO

HOMEWOOD

HWY 280

MOUNTAIN BROOK

DOWNTOWN



HIGHWAY 280
LOCATION



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STRONGER TOGETHER

Like Tweet 0 +1 0 Share

The Medicine Ball Clean

Damaris Hamilton never expected to see the kind of results she has been getting since discovering the 9 most overlooked exercises you've been discovering in this video series.

But now she's receiving compliments from her friends, family and total strangers all the time.

In fact, let's listen in as she reflects upon her experience: "I have to say, it feels really good and is definitely a boost to my confidence. These 9 overlooked movements are such an incredible tool for achieving high levels of fitness, and the coaches at Iron Tribe are committed to seeing each and every athlete reach their goals. Every workout, I do more than I ever thought I could. Iron Tribe is unlike any other gym I've ever seen."





IRONTRIBE101.COM 205.226.8699

THANK YOU & WELCOME ABOARD!

Damaris Hamilton says she has never felt healthier, happier or in better shape than she does now after discovering the 9 most overlooked exercises that Iron Tribe Fitness is revealing in this video series.

She says, "it gets in your blood and after a while you can't even remember what you felt like before you started."

Those are powerful words coming from a woman whose friends used to say that she is the last person they ever thought would be into working out!

Now, however, total strangers come up to her and ask, "Do you workout? You look so good!"

In today's final video of the 9 most overlooked exercises, you'll discover the amazing power of using your whole body to lift an object.

[Click here to see a video demonstration!](#)



