



StealthSeminar

StealthSeminar Customer Success Story:

Ryan Rockwell from
GrowYogaBiz





“WHAT DO YOU SAY ABOUT A SOFTWARE THAT HAS GIVEN YOU SO MUCH FREEDOM IN YOUR LIFE? WE’VE MADE OVER \$1.5 MILLION IN THE LAST FIVE YEARS. WE’RE ALREADY AT \$800,000 THIS YEAR.”

GrowYogaBiz’s Results

- Growth from \$44,000 in year one, to \$900,000 in year five
- Removed the stress of marketing
- Gave the freedom to focus on the business, not marketing
- The centerpiece of his marketing strategy

How StealthSeminar made running webinars easy for GrowYogaBiz

- Runs on ‘autopilot’
- Webinars are ‘evergreen’ and run on a schedule without manual input
- Once it’s set up, it requires little tinkering, and leads just roll in
- Features such as attendance numbers help build social proof and urgency for viewers

What were the challenges you had generating sales and leads?

We have a five-month marketing program for yoga teachers to show them how to reach the masses, find their soul clients and grow their tribe.

I owned a mortgage company from 2005 to 2008. I literally lost everything when the real estate crisis hit.

At that point, I became a full-time yoga teacher. I really wanted to focus on something that I love doing.

The problem was that I fought the marketing and the business side of things.

I had pain associated with it. I had lost my company, my house, and my car.

I fought the marketing side. I was like most yoga teachers. I put yoga, meditation, and spirituality on a pedestal because it had provided so much healing for me.

I thought that business, sales, and marketing were bad and that yoga and meditation were good.

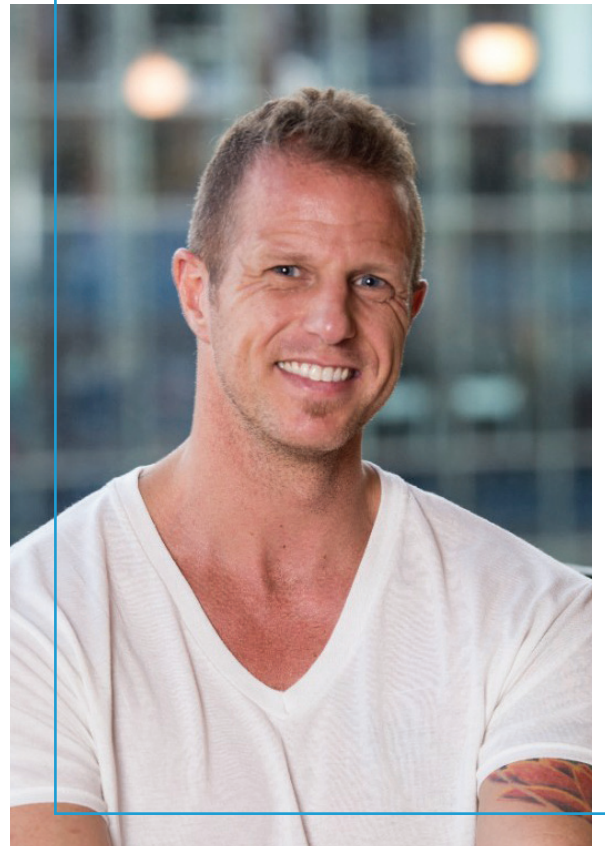
Did you have any concerns about using StealthSeminar?

I think anytime you are running a business and getting started, monthly fees begin adding up and you can get a bit stressed out.

I found a way to afford the software and I'm so glad I did.

It's one of those things where you look back and have such nostalgia for the times when you were struggling. At the time, it felt so dramatic.

There was so much stress going on, but now to look back and see how I scrounged enough money together to sign up for StealthSeminar, I'm glad I did.





What was your eureka moment?

I saw how StealthSeminar puts your webinar out there, with the ability to show the number of participants.

So that was the 'aha' moment. I was like, "Holy cow."

It's one thing to take our webinar and make it ever evergreen by it playing it every 15 minutes, or every hour. That's great, and amazing by itself.

But when you set up the software so that when people are on and it looks like others are interested as well, your results will go through the roof!

How did StealthSeminar help you?

What do you say about a software that has given you so much freedom in your life?

We've made over \$1.5 million in the last five years and we're already at \$800,000 this year.

What can you say about software that is on autopilot? Once you've got it set up once, you might

tinker with it a little bit to help your conversions.

I literally could shed a tear right now! I'm so grateful for what this platform has been able to provide.

Would you recommend StealthSeminar?

You can't put a price on the peace of mind that this software provides. Then you look at our revenue numbers and in our first year, we did \$44,000.

Then we did \$98,000 in the second year. We did \$398,000 in the third year and \$757,000 in the fourth year.

This year we are on track to do \$900,000!

I can confidently say that I don't know if I would have produced those numbers and had that peace of mind without StealthSeminar. It is the common denominator in all our success.