



StealthSeminar Customer Success Story:

Michael Crofts from MoneyCoach Mike

“

IT'S NORMAL NOW FOR US TO DO 20K OR 30K A MONTH. BEFORE STEALTH SEMINAR, 5K OR 6K WOULD BE A GOOD MONTH.

”

A portrait of Michael Crofts, a man with a full beard and short hair, smiling. He is wearing a dark grey long-sleeved shirt. The background is a dark blue gradient with faint silhouettes of people.

Michael Crofts

MoneyCoach Mike's Results

- Massive growth in revenue
- Less time wasted on sales calls
- A more data driven approach to improving the sales process
- Reduced the time needed to qualify new leads

How StealthSeminar helped MoneyCoach Mike reach more clients

- Automated seminars that run without any direct input
- Questions can be forwarded from the seminar to your email so you can reply 'live' from anywhere
- Gathers valuable data about how webinars are performing
- The ability to easily make small changes to your process for the best results



What were the challenges you had generating sales and lead before using StealthSeminar?

My name is Mike and I'm a personal finance coach. I help people get out of debt, build wealth and achieve financial peace.

Before Stealth Seminar, I was trying to find a process that could automatically get people to watch something, rather than hopping on a call every time to explain what we do.

The idea is to use the automated webinar as the first port of call for anyone interested in what we do, or who might want to work with us. Stealth Seminar can get it all set up in one go.

Sometimes a lead isn't the right fit and you spend 45 minutes on a call before you figure it out.

The way we have it set up is that a new prospect goes through our 45 minute training. By the end they are ready with a clear yes or no.

Stealth Seminar has allowed me to refine my processes and reduce the time needed to qualify new leads.

No other solution has been able to give me the data Stealth Seminar does. Data is so crucial because it lets me tweak different things.

When I change something, I can see immediately if it has a positive or negative impact on our stats and that's been awesome.

Did you have any concerns about using StealthSeminar?

In the beginning I was pretty reluctant to go down the automated seminar route. What really sold it for me was the data that Stealth Seminar gives you.

I haven't found any other service that deals with data in quite the same way. It allows me to look at the data and make informed decisions, which has just been great.

It's letting me scale my business. Even the last adjustment I made showed a difference of 8% when I tested two different landing pages.

From the data I had, what I needed to do was clear. So for me, this software is an investment that brings a measurable return.

What was your eureka moment?

When people were going through my training on the old platforms I used, they would leave a comment and I would have to be there live to comment back.

The way I have it set up with Stealth Seminar is viewers leave a comment and it goes directly to my email. I can see that it's happening, even though I'm not on the call.

I can reply through my email. I don't have to be in the training to do that. I can be out doing something and a notification comes up.

I can reply if the message needs a reply. Sometimes I just react, 'Hey, this is awesome'. Other times, there are questions that I can reply to.

I love that Stealth Seminar has allowed comments to go to emails so I don't have to be there 24/7 monitoring the webinars. I can just check my email and reply if it's needed.

How did StealthSeminar help you?

Stealth Seminar definitely played a role in our growth. So I'll give you the numbers.

It's normal now for us to do 20k or 30k a month. Before Stealth Seminar, 5k or 6k would be a good month. We just didn't have that many data points before and now we do. It has made a big impact.

I started using Stealth Seminar just over a year ago and we've watched our numbers go up the whole time.

A lot of it's down to having an automated process with all that data. We have the comments we can reply to anywhere.

The system even automatically gets them on the call and starts it so I don't have to be there. Everyone has to watch the whole video to get on a call with us. It's awesome. I love it.

Would you recommend StealthSeminar?

If you're serious about scaling your business and using data, Stealth Seminar is the best platform for that.

It allows me to look at the data and make informed decisions about my webinar strategy.

I highly recommend Stealth Seminar. It's an investment, but it's well worth it!

