



StealthSeminar Customer Success Story:

Rebecca de Azevedo

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EVERYTHING HAS CHANGED IN THE LAST 18 MONTHS. IT WAS THIS MAGICAL PROCESS WHERE I WOULD SPEND MONEY ON FACEBOOK ADS, AND MY CALENDAR WOULD FILL UP WITH APPOINTMENTS OF PEOPLE WANTING TO DO BUSINESS WITH ME. STEALTHSEMINAR WAS A TOTAL GAME-CHANGER!

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Rebecca de Azevedo

Rebecca's Results

- Transitioned from individualized to automated prospecting
- Became a thought leader in the industry
- Now has a full calendar of bookings
- Has more time for other parts of the business

How StealthSeminar helped Rebecca amplify her message

- Easily automated webinars
- Well-integrated calls to action
- Responsive customer support team
- Intuitive and easy to use software

What were the challenges you had before using StealthSeminar?



My name is Rebecca de Azevedo Overson and I've been a licensed massage therapist since 1995. I struggled and quit before I came back and built a thriving six-figure practice, which I later sold.

My business now is coaching massage therapists in private practice to build their own successful business and make a living doing the thing that they love.

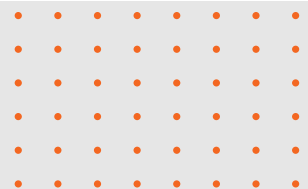
I was organically interacting with people in the Facebook group that I had built for massage therapists. I would spend several hours a day interacting in Facebook groups with people in the industry.

I love connecting with people, but it was this kind of one-on-one effort to qualify a candidate and see if they would be a good fit for my mentoring program.

I would have to direct message them, book them in on a call, and then see if I wanted to make the offer to work with me.

While that was a wonderful way to do it, when I finally jumped on board with Stealth and automated my message, it was so much easier.

Did you have any concerns about using StealthSeminar?



The tech can be overwhelming to implement. As everybody knows, once you put things online or you have tech involved, you need to be able to fix it if something goes wrong.

Then I was worried about trolls if I got my message out there in a big way. It just presented a whole new set of problems, and I wanted to make sure I had the technology in place to support this and sustain my business as it grew.

What was your eureka moment?

The key moment for me was when I was invited to speak at the World Massage Conference. They were doing a business symposium and they had reached out to me as a visible voice in the industry.

It was the first time I had done a webinar in front of a large audience. There were a few hundred people on this live webinar, but it was the same webinar that I had written for StealthSeminar, but I was just delivering it live in a different context. It was almost like a test run.

How did StealthSeminar help you?

It's nice to know that my lead generation is taken care of. There are other things I have to worry about, like my Facebook ads, targeting, messaging and all of that stuff.

Knowing that I have at least one aspect of my business in place that just works is incredible. I just put it on autopilot, so I can deal with the other problems or whatever it is that's going on. It's just lovely to have that automated.



Would you recommend StealthSeminar?

I would recommend StealthSeminar because it's been an easy system to work with. They are always quick to respond to help desk tickets. It has just been really easy to work with Stealth!