







I LIKE STEALTHSEMINAR
BECAUSE I CAN PUT
TOGETHER THE BEST
POSSIBLE PRESENTATION
AND SHARE THAT STORY
EVERY TIME A NEW
PERSON APPROACHES
OUR COMPANY. THAT'S
THE CONSISTENCY I WAS
MISSING BEFORE. NOW MY
WEBINARS ARE BRINGING
LEADS TO ME AND TELLING
THEM THE SAME STORY
EVERY TIME.



#### **Secure Your Retirement Now's Results**

- Made launching a webinar strategy easy
- Allowed the business to scale and consider expansion
- Increased enrolment in the course
- Leads now reliably convert at a much higher rate

### How StealthSeminar helped Secure Your Retirement Now build a lead generation system

- The ability to run an 'evergreen' webinar system
- Automated alters to all registered attendees
- Inbuilt analytics to track the data that matters
- **■** Easily integrates into existing sales funnels





## What challenges did you have generating sales or leads?

My name is Trent Grzegorczyk, and I'm the founder of Secure Your Retirement Now. We are an online financial education company, which helps individuals over 50 secure their retirement faster.

I did not know a scalable way to attract people to me around the clock. I tried some local things, but I hadn't tried an online method of generating leads. My life before StealthSeminar was a no leads life!

Now, I get up to a dozen leads per day using StealthSeminar. I just didn't know how to be in front of people consistently with the same message every single time.

With my evergreen webinars, it makes me feel like I have a system, a machine to generate leads.

Before I felt like I didn't have a system or a machine, I now feel like the whole thing is predictable and reliable.

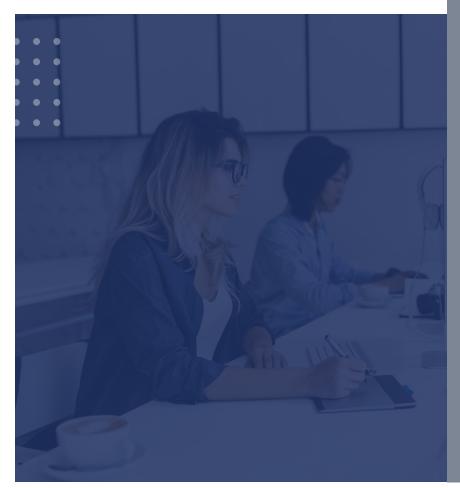


### Did you have any concerns about going ahead with StealthSeminar?

My main concern was not knowing how to use the software properly.

I was concerned that I did not understand how to position the webinar and didn't know what to talk about.

It came down to having a comprehensive plan. Using a webinar would probably be the scariest thing for me, but it worked out in the end!



# What was your eureka moment?

I realized that
StealthSeminar was
working when I saw my
calendar a few weeks
after launching my
webinars. I was starting to
get booked out!

That's the moment where a light bulb went off in my head, like, 'aha', this works.

#### How did StealthSeminar help you?

I started the business this year, and using StealthSeminar has transformed our plans. I'm getting to the point where I'm thinking about expanding from a one or two-person operation to a more substantial company.

We've consistently increased the number of people going through the course every month. There have already been 65 to 75 people through our program that we would never have met without the webinars.

Our webinars have a 74% show-up rate, which is impressive. We also have about a 10% enrollment rate in the Virtual Retirement Planning Academy from those who register for the webinar.

