

StealthSeminar Customer Success Story:

Tia Castagno from
Unlock Your Block





“

ONCE YOU HAVE THIS STUFF SORTED AND OUT OF THE WAY, YOU FEEL THIS WARM FEELING THAT YOU ARE ON THE RIGHT TRACK. IT LETS ME FOCUS ON WHAT I DO, WHICH IS COACHING AND HELPING PEOPLE TRANSFORM THEIR LIVES. THE TECH SHOULD BE A HELP, RATHER THAN GETTING IN THE WAY, AND THAT'S HOW I FEEL RIGHT NOW.

”

Tia Castagno



Unlock Your Block's Results

- Provided an automated system
- Helped the business grow to a point where the founder could work in it full time
- In-depth analytics that helped fine-tune the webinar experience
- Empowered by tech, not held back by it

How StealthSeminar helped Unlock Your Block reach more clients

- Easy to integrate into existing sales funnels
- Automated systems that are simple to set up
- Analytics that provide the information you need to improve
- Highly responsive support staff

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

My name is Tia Castagno, and I'm the founder and CEO of Unlock Your Block. We help people with personal and professional transformation through mental fitness and emotional self-regulation tools.

I didn't have an automated system, so it was relying on contacts and using my network. You can only generate so many contacts and leads through your own network.

When I started using StealthSeminar, the big frustration was that I was still working while trying to scale. I was still in the corporate world with one foot in one door and one in my own business.

You want to reach a point where you leave your job to work on your own business, and I wasn't there yet.



Did you have any concerns about using StealthSeminar?

I was worried about the level of help and support I would get. Will StealthSeminar reply to questions quickly? Will I get support setting up stuff when I don't know how? Those were the concerns that I had.

I would say that working with StealthSeminar it would be one of my top experiences in terms of how quick the responses were.

Typically, I type in my questions into the chat and with most places, the response is never immediate. You have to wait quite a bit.

StealthSeminar says it could take up to a few hours to reply, but then someone would respond while I was still in my browsing session.





What was your eureka moment?

I knew it was working when I logged in one morning and saw that lots of people had been watching my webinar. I could even see how many of those had watched it in full.

Then I realized I could look at the drop-off point and improve my content, based on where viewers left the webinar.

I just thought this kind of information was potent, more so than the more generic stats you get on viewership with other platforms.

How did StealthSeminar help you?

I feel empowered when I'm on the platform because I can understand everything and know how to change it myself.

My life and business are different because I feel empowered by the tech, not bogged down. I feel supported by the tech.

A significant success has been the number of calls that I booked. With a strong audience that my ads have led to the webinar, I found that the numbers of calls and clients I booked grew exponentially.

Would you recommend StealthSeminar?



Yes, I would definitely recommend StealthSeminar because the platform is intuitive and easy to navigate, but at the same time, it's very rich in stats that it offers.

An even bigger reason is the help you get from the support team and how quickly they respond with detailed answers.

You never have to explain anything twice to the support team, which often happens in other cases. The StealthSeminar team always understand the question and give you the answer you're looking for.