

JULY 2019

V.P.C. METHOD

CASE STUDIES

VIP Clients Winning in Business implementing our V.P.C. Method



"Wingman" Service Results

We're breaking down:

The V.P.C. Method - What Is It?

Who We Are

Do You Need a "Wingman"?

Client Snapshots

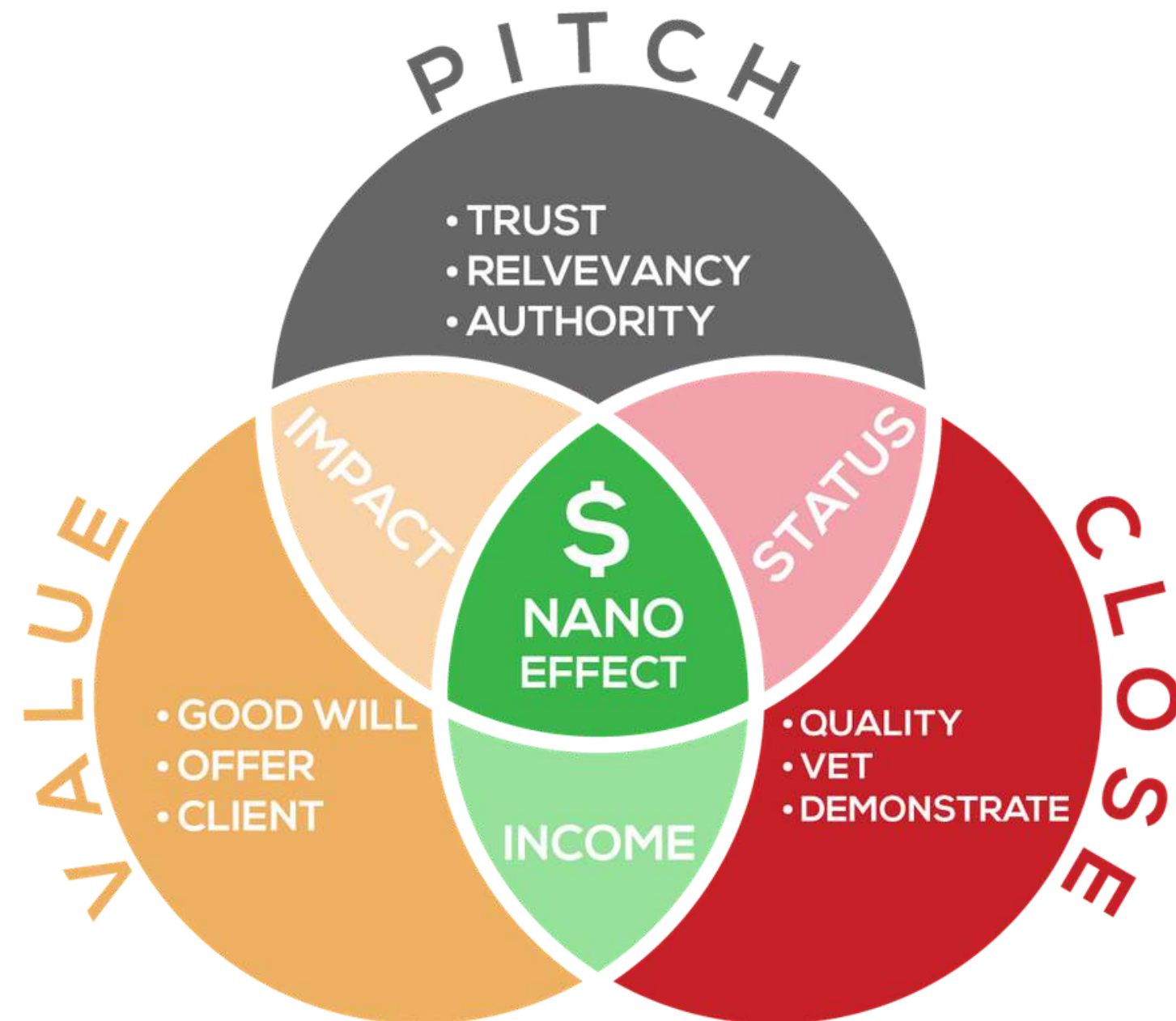
Real Stats, Real Wins

5 Critical Value Maximizers

How To Get Your Very Own "Wingman"

V.P.C. Method

Our Trend-Proof Business Method to Guarantee Results



THIS AIN'T YOUR DADDY'S MARKETING COMPANY...

For starters,



We're not a marketing company.
Not a sales company, and we're
definitely not a advertising
agency. So, what are we?





We are all things sales *and* marketing for your entire business...

WHEN YOU IMPLEMENT OUR V.P.C. METHOD,

your company will experience what we call the “Nano-Effect”:

Putting you in charge of multiple, highly profitable, micro-audiences that you can serve at a very high level.

By leveraging old-school strategies with a new-aged twist, eliminating excuses and encouraging a "high performance, high accountability" philosophy; these rock star clients shared in this case study will highlight the power of the V.P.C. Method, using our "Wingman" Service as the gateway to results guaranteed.

The V.P.C. Method helps you...

Immediately filter out the most qualified prospects

Get more attention from your market, more consistently

Build a brand that both profits and impacts

Increase your relevancy, intimacy and authority

Connect more genuinely with your market (long term)

Serve your market, without feeling like your sacrificing "all the goods"

Create a more consistent, intimate connection with your clients and customers

Make more sales, more frequently and of higher value

What exactly is the
"Wingman"?

THE

"WINGMAN"

90-DAY SALES + MARKETING SYSTEM BUILD OUT





Complete machine architect + installation

Fully constructed V.P.C. sales and marketing-based machines that work for your business, 24/7! Designed to help you: build an audience, pump up your pipeline and bank more sales for your company.

The
"WINGMAN"
Service

Could you use a "Wingman"?



HOW TO KNOW IF YOUR BUSINESS
NEEDS A "WINGMAN"...



TIRED OF

trying to build a successful sales and marketing machine yourself?

GETTING TRAFFIC

to your offers but not converting into sales like you should?

WANT TO SAVE

at least 60-100 hours of your precious time, and focus on "the big picture" of your business?



SET UP TO SCALE

is a priority for you, but you lack the method or skillset to make it happen.

READY TO GROW

your business with a company you can truly trust, that offers 30-Day, 90-Day + 6-Mon guarantees?

WANT RESULTS

but not ready to commit your business long-term before you see real results?

A man in a dark suit is shown in profile, climbing a staircase made of several rectangular blocks. He is moving towards a large red target on the left side of the image. The background is a textured grey. To the right of the man, there is a large white 'X' and a hand holding a pen, suggesting a process or strategy. The text 'DESIGNED TO GIVE YOU' is prominently displayed in white, bold, sans-serif capital letters.

DESIGNED TO GIVE YOU

Real, measurable and scalable results in 90 days or less,
by implementing a complete sales + marketing system,
based on the V.P.C. Method, into your business.

We build it, you benefit.

VIP CLIENTS WINNING WITH "THE WINGMAN"



GARY RUPLINGER

Owner

Marketing Effects, LLC



BARB O'NEILL, ED.D

Founder

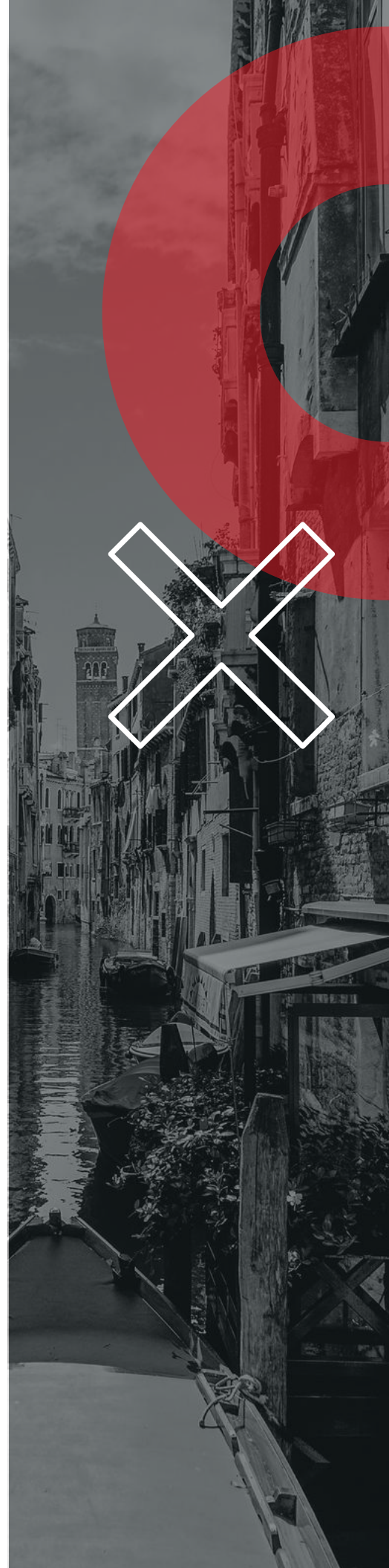
Transform Challenging
Behavior



LAUREN MESSIAH

Founder

The Style Confidence
Collective



Gary Ruplinger



**Owner,
Marketing Effects LLC**



BUILD A SALES + MARKETING SYSTEM

- Create (3) Lead Gen funnels
- Develop vetting process
- Refine offer
- Re-introduce brand to market

CREATE CONSISTENT LEAD FLOW

- Implementing a lead generation funnel
- Guaranteed 33%+ conversion rate

REDUCE COST-PER- BOOKING

- \$220 per booking down to \$100 or less.

GENERATE SALES OPPORTUNITIES

- Minimum (5) five qualified calls/bookings per week

OBJECTIVES



SERVICE PACKAGE

- The "WINGMAN" Service Package

WEEKLY 1:1 MEETINGS

- 30-60 minute strategy + results calls

MEDIA BUYS

- Architect advertising strategy across social platforms

CLARITY, FOCUS + REFINEMENT

- Tools, resources and exercises to guarantee more qualified results

SOLUTIONS



TOTAL LEADS

- 412

TOTAL PRE-REGISTRANTS

- 67

COST-PER-REGISTRANTS

- \$38.77

TOTAL BOOKINGS

- 25

COST-PER-BOOKING

- \$99.92

TOTAL MEETINGS

- 10

SHOW UP RATE

- 38.5%

TOTAL AD SPEND

- \$2,597.98 in 57 days

POTENTIAL COMMISSION PER MEETING

- \$1,500 per month

POTENTIAL EARNINGS

- \$15,000 per month

RESULTS IN 57 DAYS





THE CHALLENGE

BEFORE WE MET,

Gary had already invested over 50 hours trying to put together his own process. It worked by acquiring leads for his business – but at a much higher cost than his business could support.

He was in need of a complete sales + marketing machine; lower cost-per-booking; consistent lead flow and increased sales opportunities.

By outsourcing the system build out and business process refinement to Northwick Consulting, LLC, this allows Gary to be more effective as a leader within his business.

ONCE HE BECAME A CLIENT,

We created a clear path to meet his objectives. Focusing on the customer experience first, then building in his "trust maximizers" throughout the entire sales process.

This included: new lead magnets; new advertising campaigns; marketing funnels; different offers; follow up,; refined his vetting process, his pitch and his close.

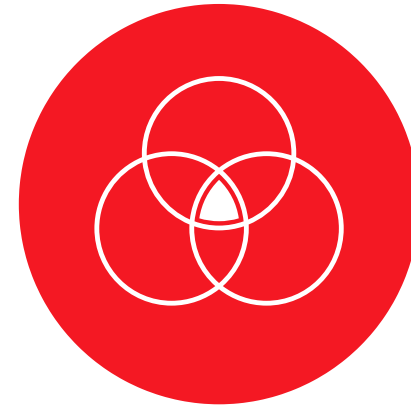
THE APPROACH



THE RESULTS



Meetings at less than \$100 (2.2x less than what his business was paying before).



Our signature V.P.C. Method implemented protecting himself against any future losses.



412 Leads that led to 25 qualified bookings for a service starting at \$1,500 per month.



BARB O'NEILL, ED.D

Founder,
Transform Challenging
Behavior



LEAD MIGRATION

- Migrate 34,000 leads from current email software, to new CRM
- Develop back-end sales system for newly imported leads
- Track + monitor lead behavior

PROMOTE + SELL TRANSITIONS COURSE

- Have our team install course material into membership platform
- Create a launch process to effectively sell "Transitions" course for early childhood educators
- Develop upsell opportunity for buyers

FACEBOOK MEDIA BUY STRATEGY

- Architect a profitable advertising campaign using Facebook as main platform
- Increase average cart value

REACH, IMPACT, SALES

- Reach more people
- Impact more lives
- Make more sales

OBJECTIVES



SERVICE PACKAGE

- The "WINGMAN" Service Package - 60 Day Option

CLARITY, FOCUS + REFINEMENT

- Tools, resources and exercises to guarantee more qualified results
- Refined upsell opportunities

WEEKLY 1:1 MEETINGS

- 30-60 minute strategy + results calls

SOLUTIONS

LEAD MIGRATION

- Safely migrate over 30,000 leads from current software to new CRM
- Develop new follow-up sequences for current + new leads, following our signature V.P.C. Method

COURSE INSTALLMENT

- Install "Transitions" Course material into membership platform

MEDIA BUYS

- Architect advertising strategy across Facebook platform
- Increase cart value of each purchase



TOTAL LEADS - SEGMENTED (NON PAID ADS)

- 6,078

LEAD CONVERSION %

- 65.6%

SALES CONVERSION %

- 1.5%

TOTAL SALES

- 99

TOTAL REVENUE

- \$2,842

TOTAL LEADS - PAID ADS

- 1,300

LEAD CONVERSION

- 47.6%

SALES CONVERSION %

- 5.9%

TOTAL SALES

- 77

TOTAL REVENUE

- \$2,224.30

TOTAL AD SPEND

- \$934

RESULTS IN 17 DAYS





THE CHALLENGE

BEFORE WE MET,

Barb had little to no idea on which part of her lead list wanted what specific information, at what time. She had no branding strategy and only word-of-mouth marketing.

She was in need of a complete sales + marketing machine to remove her from obscurity; impact her market and create a scalable business.

By outsourcing the system build out and business process refinement to Northwick Consulting, LLC, this allows Barb to be more impactful to her market without wasting time on ineffective activities..

ONCE SHE BECAME A CLIENT,

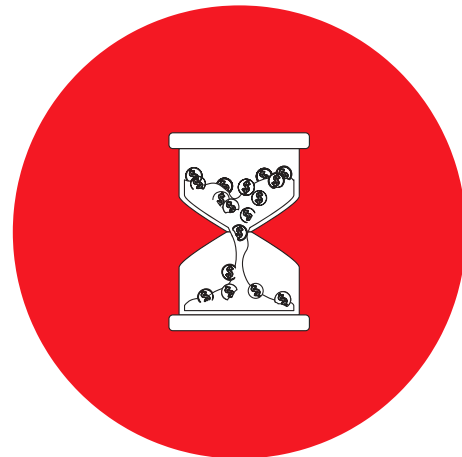
We created a clear path to meet her objectives. Focusing on the segmentation of her list, and the set-up of her branding strategy.

This included: lead migration; entire funnel build out; back-end process implementation; branding campaign; course platform build-out; offer refinement; and, upsell development.

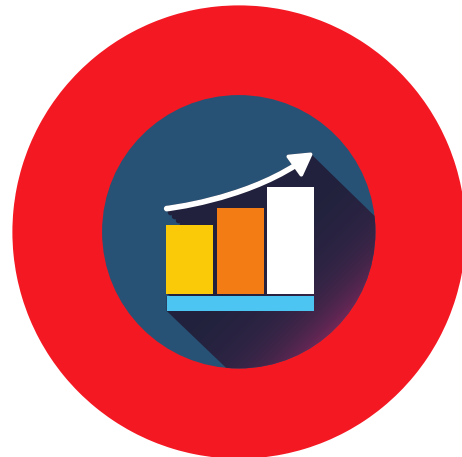
THE APPROACH



THE RESULTS



Successful lead
migration +
segmentation of list



Predictable low-cost-
qualified lead flow;
current lead cost < 50
cents per lead!

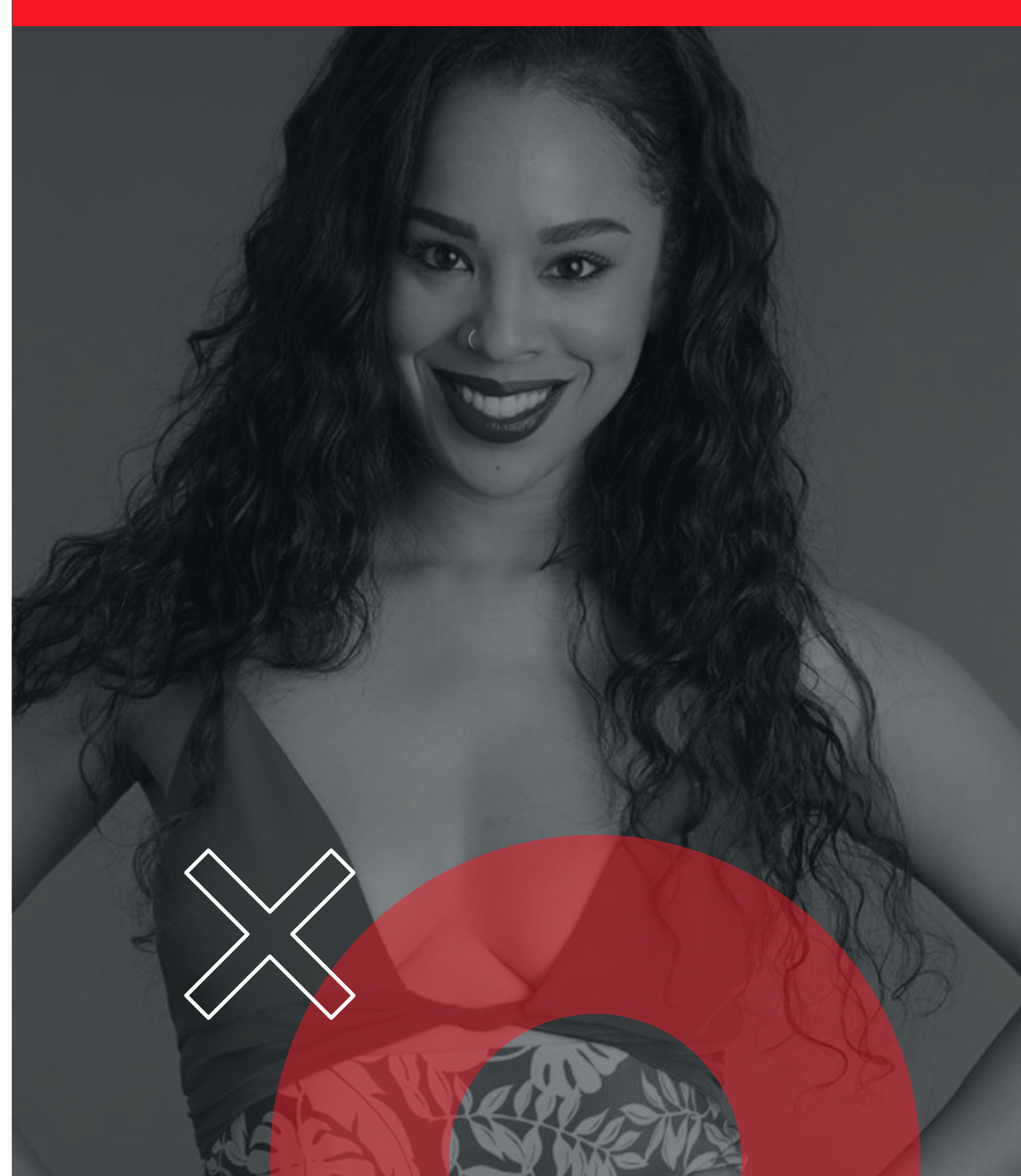


67% of ad spend
recouped immediately



LAUREN MESSIAH

**Founder,
The Style Confidence
Collective**



PROMOTE + SELL PSU COURSE

- Create entirely new email marketing strategy for PSU Course
- Architect new media buy strategy for segmented audiences
- Increase course sales

PROMOTE + SELL COLLECTIVE MEMBERSHIP

- Create an effective launch strategy for the new membership course
- Develop sales sequence
- Implement upsell opportunities from membership to PSU Course

MEDIA BUY STRATEGY

- Architect a profitable advertising campaign using Facebook as main platform, and Instagram as secondary
- Decrease cost-per-challenger + increase total ROI (LTV)

REACH, IMPACT, SALES

- Reach more women to educate on the power of personal style
- Impact women's confidence for the better
- Create predictable sales for both the PSU course + new membership

OBJECTIVES



SERVICE PACKAGE

- The "Wingman" Service Package -
- 90 Day Build-out

CLARITY, FOCUS + REFINEMENT

- Tools, resources and exercises to guarantee more qualified results
- Refined upsell opportunities

WEEKLY 1:1 MEETINGS

- 30-60 minute strategy + results calls

SOLUTIONS

V.P.C. SALES + MARKETING MACHINE IMPLEMENTATION

- Architect completely new internal sales + marketing system
- Develop new follow-up sequences for current + new leads, following our signature V.P.C. Method

LAUNCH PLAN DEVELOPMENT

- Design how to effectively launch new creative project, The Style Confidence Collective, and for current course, Personal Style University

MEDIA BUYS

- Architect advertising strategy across Facebook platform
- Increase Lifetime Value and decrease CPL



LP CONVERSION (FOR CHALLENGE)

- 36% (avg)

TOTAL CHALLENGERS

- 4,564 (91.2% of goal reached)

COST PER CHALLENGER

- \$1.17 (avg)

TOTAL INVESTED IN PRE-LAUNCH

- \$5341.96

SALES PAGE CONVERSION (FOR STYLE COLLECTIVE)

- 3841 visits / 226 members = 5.8% conversion

TOTAL STYLE COLLECTIVE MEMBERS (MONTHLY)

- 179

TOTAL STYLE COLLECTIVE MEMBERS (ANNUAL)

- 47.6%

TOTAL UPSELLS INTO PSU COURSE

- 3

TOTAL REVENUE COLLECTED 1ST 30 DAYS

- \$23,484 + PSU upsell (including PSU member cross-sells)

RESULTS IN 32 DAYS



TOTAL MRR (GROSS)

- \$5,461

TOTAL MRR (NET)

- \$3,822.77

TOTAL INVESTED DURING “OPEN CART

- \$2,098.81

TOTAL INVESTED IN PRE-LAUNCH

- \$5341.96

TOTAL INVESTED INTO ENTIRE SCC LAUNCH CAMPAIGN

- \$7440.77

RESULTS IN 32 DAYS

ESTIMATED ANNUAL REVENUE FROM LAUNCH

- \$78,094

TOTAL ROAS (FIRST 30 DAYS)

- 3.1 to 1 → for every \$1 put in you got \$3.10 back

TOTAL ROAS (LTV)

- 10.5 to 1 → for every \$1 put in you're getting \$10.50 back

TOTAL ROI:

- \$16,438.80 (1st 30 day net profit)
- 2.2 to 1 → for every \$1 put in, she gets back \$2.20

TOTAL ROI (LTV)

- \$54,665.80 (LTV net profit)
- 7.34 to 1 → for every \$1 put in, she gets back \$7.34





THE CHALLENGE

BEFORE WE MET,

Lauren was a successful personal stylist in Los Angeles, who offered 1:1 services as well as her signature styling course, Personal Style University.

She was in need of generating more consistent sales to her style course; creating a more behaviorally-dynamic follow up; as well as a new launch plan for both her Personal Style University course and her new project, The Style Confidence Collective.

By outsourcing the system build out, follow up refinement and launch plan to Northwick Consulting, LLC, this allows Lauren to be more impactful to her market without wasting time on ineffective activities..

ONCE SHE BECAME A CLIENT,

We created a clear path to meet her objectives. Focusing on the segmentation of her list, segmented and the set-up of her launch plan for .

This included: launch plan creation; entirely new V.P.C. System build out; back-end process implementation; media buy campaigns; offer refinement; and, up-sell development.

THE APPROACH



THE RESULTS



Successful launch of
her new creative
project + PSU Course
sales



10.5-to-1 return on ad
spend, creating
predictable, scale-able
growht



Over 4,000+ women
positively impacted by
the introduction of
personal style

