Mangled Mess

After years of successfully consulting and directing NLP and coaching companies to realize huge profits and growth through successful marketing techniques, Dan Bradbury was ready to venture out on his own. “I wanted to establish and share my own brand of marketing messaging and expertise. I felt that by using my track record of success, and by hosting seminars, I could reach a larger audience,” says Bradbury.

For the kick-off seminar, Bradbury utilized a joint venture partner to send out an email to promote the event. Interested individuals responded to Bradbury’s email address, and in turn, he would send individual replies back to each person. “I spent hours and hours responding to these emails, not to mention that after several hundred emails, the SEND limit on my server failed. It became a mangled mess!” explained Bradbury, who also claimed the experience left him exhausted.

Inspired and Undeterred

In June of 2007, Bradbury started with only a vision and a dream, a few hundred personal contacts and no “real business” to speak of. Undeterred, Bradbury set out to find a software system that could help him create and grow his business. Within 12 months, www.danbradbury.com exploded into a $2.4 million per year enterprise. Now recognized throughout the world as the “marketing whiz kid in the NLP industry”, Bradbury, 24, owns three thriving and financially successful businesses. He has served as marketing director of two multi-million dollar NLP enterprises and is in high demand to work with coaches, practitioners, companies and governing bodies across Europe and the USA. Additionally, he coaches and consults with companies varying from new start-ups to PLC’s, showing them how to massively grow their business and increase their profits.

Hodgepodge of Systems

When Bradbury first considered establishing his own business, he found himself in the same predicament that most of his former clients had experienced: how to effectively communicate with prospects and meet their individual requests and needs; how to convert those leads into customers; and how to track those customers’ billings. “Because of the challenges I have seen so many companies experience with unreliable software, and watch them waste time and money developing their own useless software, I was extremely hesitant and unsure that I would find a suitable solution for me,” explains Bradbury. “In my search for an all-in-one solution I came across Infusionsoft. I ended up purchasing Infusionsoft. Then I set out to grow my business.”

The fact that Infusionsoft is endorsed by Marketing Guru Dan Kennedy meant a great deal to me. I have admired Kennedy’s work for years. With his endorsement, I participated in a webinar and I figured I couldn’t lose.

Infusionsoft is an absolute dream.

Infusionsoft Launches Career of “Marketing Whiz Kid”

CASE STUDY
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Explosion of Contacts, Growth and Sales

Bradbury quickly went to work implementing Infusionsoft. Infusionsoft’s automated follow-up technology allowed Bradbury to grow his contact database from a few hundred contacts to nearly 70,000. Infusionsoft’s segmenting capabilities have allowed him to divide his mailing list into specific target audiences, each receiving an email campaign uniquely tailored to their individual needs.

When asked how Infusionsoft has added value to his business, Bradbury asserts, “Infusionsoft is an absolute dream. I started with nothing and built three businesses, all using Infusionsoft.

After starting my own company with Infusionsoft, I was able to purchase two additional businesses because I already had Infusionsoft’s scalable and adaptable software solution to work with. My first business acquisition trains people to become marketing coaches. It relied entirely on spreadsheets and had no organized contact management at all. I transferred all of the data to Infusionsoft and automated the fulfillment lists. Instantly orders are sent to the fulfillment house, and each week the client receives the mailer. Needless to say, Infusionsoft helped to grow that business.”

The second business Bradbury acquired was an NLP membership-only site. At the time he acquired the business, it had a 90% cancellation rate among its clients. With the ease of Infusionsoft, Bradbury was able to utilize the automatic renewal feature within the billing element that allows him to efficiently process payments yearly. This feature ensures the clients are automatically renewed for another year of receiving great marketing information for their business. “Those were people that previously, never came back to this site,” claims Bradbury. Infusionsoft has made their renewal process seamless, and it has helped transform that business into an immensely profitable one.”

Bradbury is also a big fan of Infusionsoft’s trackable link capabilities. This element allows the owner to “track” the response to a particular campaign through graphs, emails and other capabilities. “My lists are highly segmented and I love the fact that I am able to test the emails that I send out. Through trackable emails I can measure and gauge the success of a campaign, see exactly what the client is responding to, and then use that information to improve the next campaign.”

Infusionsoft’s Automated Follow-Up Technology Produces Big Results!

“Infusionsoft is an absolute gem,” claims Bradbury. “I literally had nothing when I purchased Infusionsoft and created an enterprise that grossed $2.4 million in just one year!” Bradbury also says the exciting thing about Infusionsoft is that he is not even utilizing it to its full potential yet. “I am still a rookie; I am learning new capabilities all the time.”

Infusionsoft’s automated follow-up technology has allowed the self-proclaimed workaholic to work more effectively, more efficiently and realize huge results. “It would not be physically possible to run my businesses if it were not for Infusionsoft.”

Bradbury has also contributed to elements and improvements of Infusionsoft. He has called with ideas and requests for the software to automate a particular niche of his business, and the support staff at Infusionsoft went to work and produced solutions to his requests within two days.

Bradbury also partners with Infusionsoft at several of his conferences, allowing an Infusionsoft expert to present the software to his audience. As one of the biggest fans of Infusionsoft, Bradbury recommends the software to anyone and everyone he meets. “Infusionsoft works. If you are committed to investing in the software and to putting in the small effort it takes to set up the system, it’s worth it. Once Infusionsoft is up and running, you can coast, you can ride the wave! Let it work for you.

www.danbradbury.com