



Net Profit Explosion

Infusionsoft – Changing Businesses and Lives

CASE STUDY

A Life Changing Experience

After surviving Stage IV cancer, Sean Greeley is an amazing example of determination and strength. “I guess you could say that since I had just faced death, and won, I was no longer afraid of anything. I was going to make my business work no matter what.” **Greeley’s business is a thriving venture known as Net Profit Explosion, or NPE.** Greeley, who had his own personal training business until his cancer diagnosis, took the knowledge he gained building his original business

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and created an information marketing/coaching and consulting business serving fitness studio owners. As the leader in the personal fitness management industry, NPE has developed several proprietary programs for sales and marketing management professionals that help fitness business owners take their business to the next level. NPE services a broad spectrum of sub-niches within the fitness industry. The company offers its assistance to those in the fitness industry, including independent personal trainers, personal training studio owners, independent health club owners, fitness professionals who run boot camps and Pilates studios.

Getting Started

Things were not so easy in the beginning stages for Greeley’s business. After deciding to create NPE, Greeley struggled for about 18 months to get the business off the ground. Exhausted and looking for help, Greeley attended the Glazer-Kennedy Insider Circle’s Info-Summit in November of 2006 and left with a tremendous amount of knowledge and ideas. **“I returned from the summit and immediately began to apply some of the principles that I learned. That is when things really started to click,”** says Greeley.



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He launched a continuity subscription program that began to bring in more revenue for the company, but at the same time, it also brought greater pains. Greeley now had to fulfill both online and offline products each month, but his myriad of multiple systems made the task nearly impossible. “It was incredibly stressful to coordinate our online systems for ecommerce and email with offline systems for fulfillment and direct mail campaigns. We were also trying to integrate a variety of different and complex software programs – I was going crazy. It was an absolute nightmare!” exclaims Greeley. It became apparent that an all in one marketing and sales solution was needed.

Infusionsoft Never Stops Working

Greeley’s desire to find a solution to his self-proclaimed nightmare led him to discover Infusionsoft’s automated follow-up marketing software. “The fact that we had great pain, combined with the fact that we had a little bit of money to reinvest into the company, allowed us to invest in Infusionsoft,” claims Greeley. “It absolutely changed my business and my life.”

Using Infusionsoft, Greeley now has the ability to integrate online and offline marketing, create a seamless flow for fulfillment, utilize list segmentation capabilities, and create multi-media sequential campaigns.

NPE uses these multimedia funnel campaigns to manage more than 90 different campaigns simultaneously throughout the year, tie transactional data back to contacts and reap the benefits of automated billing and payments. After Greeley started to see such relief from his pains and began to experience the significant return on investment Infusionsoft brought his company, he also introduced Infusionsoft to his top clients,

all of whom use the system today. “My clients have seen tremendous success with Infusionsoft,” says Greeley. “They are able to see the advantages of the multi-media campaigns and are able to run their business in a much faster and more automated fashion with Infusionsoft.”

NPE Explodes Past Their Year Goal in the 2nd Quarter

Greeley’s successful use of Infusionsoft took his company from a zero profit year in 2006 to \$850,000 in sales for 2007. **By April of 2008, NPE had already pushed past their year goal and they are looking forward to a \$2-3 million dollar year, which places them on track to surpass the 2007 year total three fold.** “That would not be possible without Infusionsoft,” declares Greeley. “Infusionsoft is not just a vendor or software we use, it is an integral part of our entire business model and part of our team.”

Sean Greeley is not a typical go-getter. It took incredible determination and an indomitable spirit for him to beat cancer. It’s this same grit and strength that enables him to excel in business. “There is nothing else that compares to Infusionsoft, and it doesn’t matter what industry you’re in – Infusionsoft will change your life.”

www.netprofitexplosion.com

Infusionsoft, the leader in marketing automation software for small businesses, is revolutionizing the way small businesses grow. There are 10 million small businesses in America that need an easy-to-use, affordable, powerful software solution that increases sales while freeing up their time. The company’s follow-up marketing software answers that need by helping small businesses automatically convert more prospects to customers, get repeat sales, and grow their business without growing staff.

 **Infusionsoft**
Automated Follow-up Marketing