

Business Coach Increases Revenue by 40 Percent with Infusionsoft

BACKGROUND

Pam Slim coaches and provides guidance to those who want to leave the corporate world to start their own business. She also works with small business owners looking to handle change and growth more effectively.

In 2005, Slim started her advice blog, "Escape from Cubicle Nation," which has become quite popular. Since launching her blog, Slim has conducted numerous speaking engagements, published a book version of "Escape from Cubicle Nation" and is currently working on completing her latest book, tentatively titled "Body of Work."

CHALLENGES

Slim's business faced a challenge that many entrepreneurs often face: rapid growth. She began working with large corporations and small businesses, all with unique needs. This left little time to achieve her personal goals or spend time with her family.

Before Infusionsoft life was a bit "fragmented" for Slim. She says she felt unnecessarily busy because she was doing everything herself and spending most of her time on low-return activities.

"I was too busy running my business to really pay attention," said Slim.

SOLUTION

Infusionsoft helps Slim stay in touch with her clients while still being able to grow and develop her business. Slim particularly loves the business intelligence (i.e., visibility) Infusionsoft provides. She's able to identify and analyze customer buying trends and online activity while generating new leads.

RESULTS

After implementing Infusionsoft, Slim has experienced higher profits and overall growth as a result of increased online conversions for both content distribution and product purchases. She has grown her content distribution list by 33 percent and her revenue by 40 percent over 2011.

Most importantly, however, Infusionsoft has allowed Slim to achieve her definition of success: "enjoying my life while I am living it."

"Infusionsoft helps me not only understand my customers better, but also know what's going on in my business. Having easy access to all of this information is really important."

— Pam Slim
Business coach, speaker and author of "Escape from Cubicle Nation"



FAST FACTS

Company: Pam Slim

Owner: Pam Slim

Employees: 1

Revenue: \$250,000

Years in Business: 16

Industry: Business Consulting

Location: Mesa, Ariz.

Website: escapefromcubiclenation.com

Key Results:

- Grew content distribution list by 33 percent
- Increased revenue by roughly 40 percent over 2011

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