

# CASE STUDY

## The Expressory



How Predictive ROI helped  
The Expressory reposition its brand  
and 2x its prices

**ERIK JENSEN & STEPHEN WOESSNER**

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"Where would I be without Predictive ROI? I'd still be knowing that this business isn't going to make it unless I have better pricing, but not knowing what that offering should look like."

The Expressory is a strategic gifting agency that helps businesses grow through relationship.

## CHALLENGES

- Current brand positioning was undercutting The Expressory's true value
- Services and offerings were not structured for maximum revenue
- Thought leadership wasn't centered on delivering value

## SOLUTIONS

- Reposition The Expressory as a strategic partner
- Develop content that drives audience loyalty
- Restructure services to help accelerate business growth

## RESULTS

- 2x price on lowest-tier offering
- 3x price on middle-tier offering
- Create a higher-tier offering that delivers at least \$6K in annual revenue/client
- Position The Expressory as a thought leader in customer relationship

# Challenges

Unclear brand positioning and a need for more leads .

## INTRODUCTION

Six years into her business, Jamie Shibley realized something: If she wanted to grow her business, she needed to make some drastic changes.

"I was in a place where I needed more leads and was ready to scale," she says.

Over the last five years of her business, Jamie knew she wasn't placing a high enough value on her services.

Clients primarily saw her as a gifting vendor, but The Expressory's main mission is to help clients understand how relationships can help grow their business.

"We show businesses how to nurture their client relationships and how to treat it as a true marketing investment," says Jamie. "But we weren't telling this part of our story well."

In reality, Jamie wasn't telling The Expressory's story at all.

"I was just simply sharing new products  
and showing up to sell,

**and that's because I didn't really see  
myself as a strategic partner," she says.**

# Solutions

Repositioning as a strategic partner.



It was a critical mindset shift that paved the way for Jamie to implement changes in her brand positioning.

Nearly overnight, she went from vendor positioning to partner positioning, and this influenced everything from her services and pricing to her marketing and thought leadership.

"I built my business as a fulfillment partner, but Stephen and Erik helped me shift my mind so I could see why I was so much more," says Jamie.

# Results

More confidence. More authority. More revenue.

"I had multiple people in my life tell me that I needed to raise my prices, but nobody knew how to show me why I was worth it," says Jamie. "I couldn't sell until I believed it, and Predictive ROI opened my eyes to it like no one else could."

Over the 90 Day Authority Sales Machine Sprint Program, Jamie nearly doubled the price of her smallest package and nearly tripled the price of her middle-tier package.

Additionally, she added a top-tier package that brings in a minimum of \$6,000 annually per client. In order to sell that package to new and existing clients, Predictive ROI helped Jamie create a time study that would help Jamie show and prove her worth.

# Results

More confidence. More authority. More revenue.

## The result?

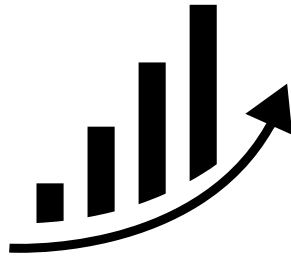
"It's a no brainer for these clients now," says Jamie. "Once I show them the time study, they know they want the higher-tier investment."

Jamie also worked with Predictive ROI to identify opportunities for content development and thought leadership, and during the ASM Sprint, she completely changed the way she described her company and shifted the ways she taught her content.

"Erik could so quickly see how the industry had so much more potential for me," says Jamie.

"I've never seen anyone so quick to say,  
**'Here's how you're leaving money on the table.'**

I've been struggling for so long to find  
the right words and the right strategies,  
**and Predictive's process just pulls it right out  
of you. It just blows me away."**



Do you need help  
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