

CASE STUDY

The Martini Way



How Predictive ROI helped Sandra Martini
get on track to earn more than \$120K
in additional year-over-year revenue.

ERIK JENSEN & STEPHEN WOESSNER

Copyright 2021 • Predictive ROI, LLC

"My challenge forever has been figuring out what I'm known for. ASM and Sprint have shown me how to step into my value and focus on the compounded results that happen when businesses engage and retain their members."

The Martini Way provides marketing, membership, and retention solutions to businesses and organizations.

CHALLENGES

- Lack of clarity on unique selling proposition
- Underpricing services and targeting the wrong audience
- Business growth stalled by a reluctance to own value and a strong dislike of selling

SOLUTIONS

- Identified The Martini Way's unique selling proposition
- Optimized LinkedIn profile
- Created messaging to highlight expertise on memberships and retention
- Developed and launched a new lead nurture sequence, two successful beta programs, and a new monthly service offer

RESULTS

- 47 new connections from a new lead-generating resource
- Increased rates with new and existing clients
- 4x'd her ROI with Predictive ROI and is on track to earn \$120K+ in additional year-over-year revenue

Challenges

Overcoming years spent as a generalist and stalled by a dislike of self-promotion.

INTRODUCTION

When Sandra Martini first joined Predictive ROI's ASM program, she had been in business for almost two decades.

For most of that time, she had been solving other business owners' problems, from CRM management to day-to-day marketing. And while (theoretically) doing all the things was working just fine for her and her 11-member team, Sandra was ready for a shift.

"I was at the point where I felt so generalist. If anyone asked what I did, I'd say, 'I'm a business consultant.'

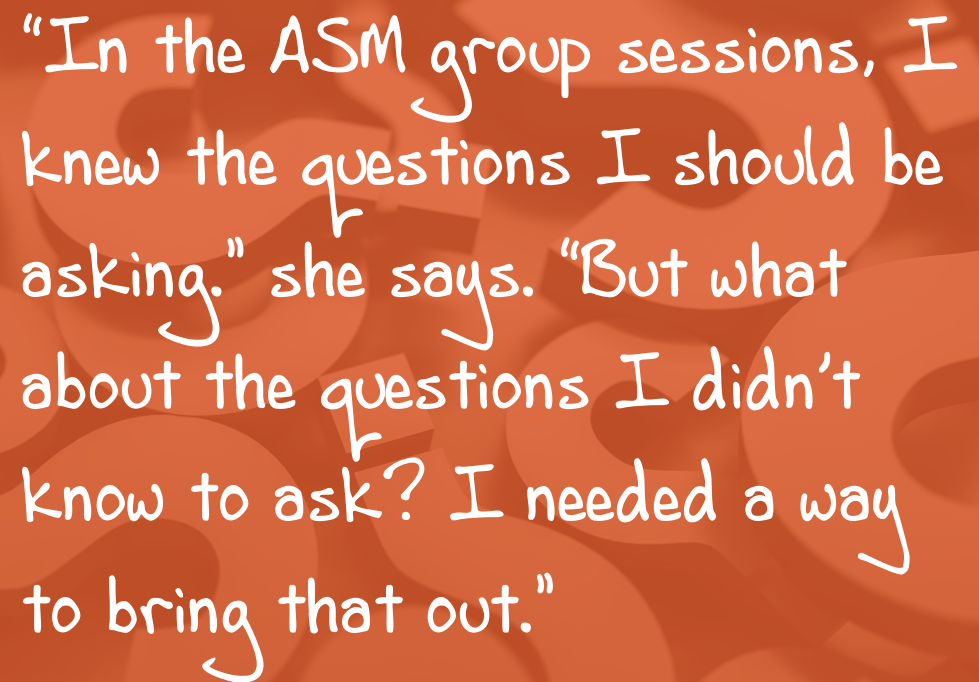
And if they'd ask what that meant, my answer would wind up being this 5-minute response that would put you to sleep. None of it felt niched, special, or unique."

Every week, Sandra would show up to ASM's open coaching sessions. She loved the results she was seeing and loved the transparent, lab-oriented approach that Stephen and Erik offered.

But when she was ready for faster results and more personalized coaching, she zeroed in on Predictive ROI's 90-Day Sprint.

Challenges

Overcoming years spent as a generalist and stalled by a dislike of self-promotion.



"In the ASM group sessions, I knew the questions I should be asking," she says. "But what about the questions I didn't know to ask? I needed a way to bring that out."

Trying to decide if Sprint was the best next step, she met with Stephen and reviewed her goals. It was here in this one-on-one conversation where Sandra discovered her biggest obstacle.

"The biggest hole in my business was that I don't like to sell, and I don't like self-promotion," she says.

Knowing she needed to work through that obstacle before she could successfully put the other pieces of Sprint into place, Stephen offered to customize Sandra's Sprint experience so he could help her personally with her sales mindset.

"I signed up immediately," she says. "

Solutions

Exposing the golden gems that were hiding in plain sight
(and learning how to leverage them in new ways).

While Stephen helped Sandra overcome her dislike of sales, Erik helped her dig deep into messaging and positioning.

Using Sprint's Content Blueprint as their guide, Erik and Sandra talked about everything from client pain points to pricing strategies. When Sandra casually mentioned her membership program, Erik knew he had found gold.

Since 2010, Sandra has run a membership program for business owners. Her average client stays for 7.8 years (nearly 800% higher than the average retention rate).

It was a data point that would make anyone's jaw drop, but to Sandra, it all just felt like business as usual.

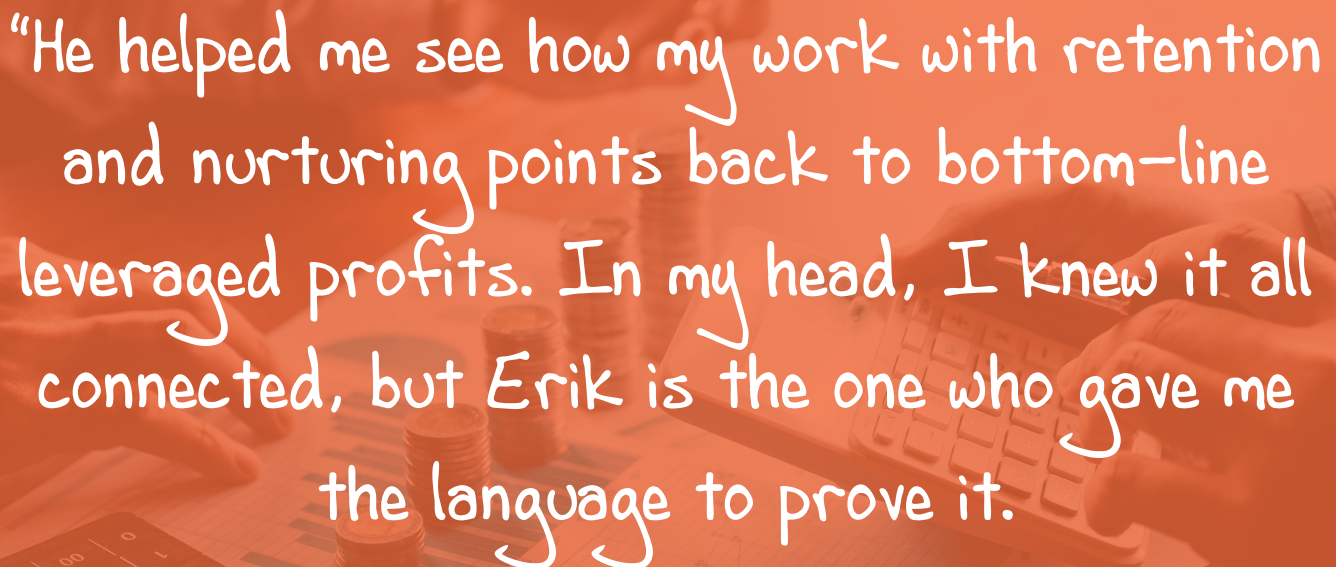
"I knew the number was high, but I didn't think it was special," she says. "I thought everyone knew what I knew."

But it was special, and Erik wasted no time showing Sandra just how phenomenal it really was.

**"Erik showed me how to
connect all the little bubbles
and make it cohesive,"
she says.**

Solutions

Exposing the golden gems that were hiding in plain sight
(and learning how to leverage them in new ways).



“He helped me see how my work with retention and nurturing points back to bottom-line leveraged profits. In my head, I knew it all connected, but Erik is the one who gave me the language to prove it.”

Once she understood her unique positioning, Sandra worked with Erik to optimize her LinkedIn profile and better position herself as an expert on membership and subscription programs.

Since joining Sprint, she's also guested on podcasts, joined Q&As and virtual programs, and shifted the messaging to her existing audience.

It's part of a larger plan to leverage her role as a guide and partner, rather than as a salesperson. And while showing up this way requires an intentional commitment to sustain, it's all second nature to Sandra. She's been seeing herself this way for the last two decades.

Only now, she doesn't see it as a liability. She knows it's her greatest strength.

Results

More connections. More opportunities. More value. More ROI. More Revenue.

For most people, being called a secret weapon by your clients is one of the most flattering testimonials you can receive, but in Sandra's case, it was holding her back.

"Everyone calls me their secret weapon, but they're saying this because they don't know how to put their finger on what I do. They just know I'm helping their business," she says. "It's not a compliment."

Now, Sandra has the language she needs to help her clients better understand the value she's bringing to the table. And it's paying off.

"I work with businesses that have membership programs, and I partner with them to increase retention and bottom-line leveraged profits," she says.

"I've always been doing this. I've just never phrased it like that before."

Since optimizing her LinkedIn profile, traffic to her page has quadrupled.

She's also discovering more opportunities to show up as a thought leader on membership and retention, and as a result, she's having more conversations with her right-fit clients.

Results

More connections. More opportunities. More value. More ROI. More Revenue.

Throughout her time in ASM and Sprint, Sandra created a new lead sequence, and she recently sent out an email that included a new resource on membership programs.

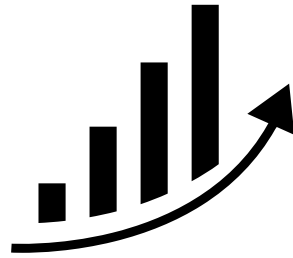
That one email generated 47 new connections.

She's raised her rates with both new and existing clients, successfully launched two beta programs, created a new service offering, and 4x'd her ROI with Predictive ROI by earning \$30K in new revenue since beginning ASM.

Even better: Because a third of that new revenue is monthly recurring, Sandra is poised to earn more than \$120,000 in additional year-after-year revenue—all as a direct result of her hard work inside ASM and Sprint.

“Sprint did such amazing things for me because it shifted my mindset about what I offer and how I talk about it,” she says.

“I used to approach my clients from a very people-pleasing, weak perspective. I didn't feel like I was providing value. Instead, I felt like the annoying bug in the ointment. Erik and Stephen helped me see that what I know isn't common knowledge. And when I understood that, I could step into my value and own it.”



Are you **ready**
to define your niche,
own your value, and
generate more
revenue?

**Discover how Predictive ROI's 90-
DAY SPRINT can help.**
<https://predictiveroi.com>