

Denise Tilley Client Case Study Deep Dive.

Denise Tilley: I'm Denise Tilley of Fresh Hat Branding, and I'm a brand identity designer and coach. I work with coaches and help them identify the essence of their business, who they are, and what they uniquely offer in the marketplace.

Dharma J Pugliese: Beautiful. Little side note, that was magnificently said. Every time I hear you share what you do and who you serve, it gets richer and richer and better and better.

Denise Tilley: Thank you. Because I have so much insecurity around that. I'm always let it spill out an, then I'll go, "Really, is that what I wanted to say?" So that's awesome.

Dharma J Pugliese: Oh, girl, you have everything to be fully confident in the way you're communicating what you do. And I do mean that. So okay, perfect, so nicely said.

Next question, so what would you say was the specific problem, or any problems, any challenges, for example, you were facing in your business when you signed up for our program?

Denise Tilley: So the challenge I was facing before I started the program **Rapid Client Enrollment** is that most of my business had come from referrals, which was really wonderful. It's certainly a compliment, but I knew that I was never going to be able to scale my business until I really learned how to do marketing, and marketing in a way that I could really embrace. So that had been my struggle for some time.

I had signed up for a number of different courses, and trying to piece all the different marketing things together from Facebook ads to sales funnels to enrolling clients, and none of them really felt like a good fit for me. I was also confused by how to piece them together in a way that really works for my business. So that was

definitely the challenge I came to—that was my challenge before I signed up for the program, “Okay, how do I put these marketing structures together so that I can have this solid foundation and just integrate it into my business so I can scale?”

Dharma J Pugliese: Wow, okay. So it sounds like you’re having some challenges with scaling your business. That was the big thing. Most of your business was coming in through referrals, like you really didn’t have a succinct structure to your marketing, right?

Denise Tilley: Right.

Dharma J Pugliese: Okay. And how did that impact your business? And I would urge you to be as specific as possible there.

Denise Tilley: Of course. So the way that it’s impacted my business (taking this course), is I feel I’m clear on what I need to do, the steps that I need to take, the structures that I needed to put into place. And so I have this simple, but very substantial structure in place now on how to enroll my clients, the type of sales funnel that I need to have in place, and it’s not nearly as complicated as I thought it was going to be, which is really like a bonus for sure.

What had always been missing for me in the past, is that while I’m following a formula that I’ve been given, I feel like I’ve always been heard and that my business is seen. Just like I’m seen as an individual, my business is seen that way. So it has a good fit for me and my business. So I can more fully embrace it than I thought was possible at one point, and certainly more than what I ever experienced in any of the other courses that I took.

Dharma J Pugliese: Tell me just a little bit more about the sales and marketing formula, like, specifically, how are you finding it helpful?

Denise Tilley: Well, I feel like I know what to say in a sales call, and mostly it doesn't have anything to do with scripts; it has everything to do with the approach. I know how to approach my sales funnel. I know . . . just my mindset around it and how that works in my business.

So the way that the program has specifically helped me with my sales and marketing structures is that it's given me the step-by-step formula, but it's also—more importantly to me and more impactfully to me—is that it has allowed me to clearly understand my approach that makes sense for my business.

So for example, I understood what a sales funnel was prior to the class and the steps that needed to be taken. What never fit for me was, how can I create a sales funnel that I can really stand behind and believe in? Instead of just following the formula? Because that's the part that in the coaching piece of the program I feel very heard and that my business is being approached individually, and I see that with everyone in the course.

So another specific way is in my enrolling. This has helped me in my sales process in enrolling clients where it just feels like a natural . . . yes, there are things that you say, but instead of having a script, I know the approach that I need to take that makes sense for my business and that makes sense for me. Specifically, some of the results of that is that I've had my first 5-figure month ever in the two years that I've been in business.

This is just two months, if that, after signing up for the program. I'm thrilled, because this is something I've wanted. I've known it's possible, but the sales and marketing pieces really helped me back. So I go into my sales calls now feeling great about even having a sales call, which I certainly never felt that way before, and so it's been a huge turn for me, really.

Dharma J Pugliese: Wow! So I got to turn the camera on and give you one of these.

Denise Tilley: I know.

Dharma J Pugliese: Nice job, and so I am just absolutely thrilled to hear that. Congratulations. That's big, big news.

Denise Tilley: You know what, the other thing that's so amazing, if it makes sense to squeeze it in and I will say it right now so you can use this. So the other piece that's been incredible, probably even more impactful to me than having my first 5-figure month, is that I can tell (it's so obvious to me) that I've turned the curve (like from since that time), because I know how to approach sales and marketing in these enrollment calls. I have confidence about how to go about that so it doesn't at all feel like a one-time thing. It feels like, "Oh, okay, I get it," and now I'm going to add more to my toolbox in terms of approaching sales, but that feels amazing.

Dharma J Pugliese: Wow! That is amazing. So a few times now you've mentioned how you have a new approach, or you've learned a new approach, to making sales and approaching the sales conversation. Could you describe that new approach and what's different now as compared to before, so how the approach changed?

Denise Tilley: The way that my sales and marketing (my approach to it), has changed since being in the program is that . . . you know, I was always wanting, but was not clear on, how do I go about this in the natural way that really sounds like me? Because I used to have a business, a retail business, and so sales came naturally to me because I was very client focused, and for some reason, when I began my online business, I couldn't find a way that was really working for me.

For example, I would make it through like three-quarters of the enrollment call or the sales call, and then suddenly I would just freeze and think, "How do I ask for the sale?" I would almost wait for the client to ask to sign up for my program, and so that didn't work very well. The way that the classes helped me so much is that I don't even think about it as a sales call so much. It's like I'm aware that it is, but I really approach it as, from my expertise, what do I feel like this person I'm speaking

with, this prospective client, what do they really need? What is it really going to benefit them? And if it's not my program, then I certainly refer them to a program or a resource that I think will help them.

That shifted everything for me because that's just something that feels in integrity and that I can stand behind. So for me, this has come as a result of being in this program at the Holistic School of Business because it's just the whole approach. I feel like it's an approach that I've been immersed in since I've been in the program.

Dharma J Pugliese: And this could be a little redundant, but maybe not. This could be an opportunity to rephrase anything if you want to make it more concise. What do you find has been most beneficial about this program?

Denise Tilley: So what has been most helpful to me in the program is the blend of the heart-based approach that the school has that's combined with the solid business principles. In the past I've always felt like there has been a divide between the two, that you're either taking a course that's based on your mindset, or how to approach your business, or you're in a course on these business structures like setting up a sales funnel, Facebook ads, and those sort of things.

And because these are blended so seamlessly—that, that is the approach of the Holistic School of Business—that has just been what has shifted everything for me, because it's like now I know how to take these business principles and apply them in a way that really feels right to me. So because it feels so right to me, then I can embrace them and move forward. So I know that, that is really the core of why this has worked so well for me and others, and really where the shift in my approach to sales and marketing has come from, as well as the results of significantly increasing my income.

Dharma J Pugliese: Wow. That was very well said. I just want to say thank you. That's deeply touching and moving. As you know, as you can tell, I've put a lot of

work into this program and that has been my intention. You just kind of hit it right on the head, so I think the intention is actually working. So thank you, thank you.

You mentioned something about working with others in the program. How has your work with others—what's your experience of community in the program, I guess is what I'm getting at here—your work with others in the program, has that been a helpful aspect?

Denise Tilley: Yeah. The community aspect of the program has really been significant. I usually do engage quite a bit in the different programs that I've taken online for business with the other students, but I would say I feel more trust and more intimacy in the program where we all seem to have different businesses than each other, which has been interesting and helpful, and I mean, I really enjoyed that as opposed to being around people who are all coaches, for example.

I noticed in our last call, Dharma J, that I felt like we, as a group, went to a new level of just kind of knowing each other, I guess. It was really great.

Dharma J Pugliese: Yeah.

Denise Tilley: I feel like the comfort level has gotten deeper, I guess, right?

Dharma J Pugliese: Yeah.

Denise Tilley: Yeah, so it's really nice. But that's a good question, what do I think about the community? I mean, I talk with Jason Frishman, like we talked sometimes a couple of times a week. I talked to him today.

Dharma J Pugliese: Awesome.

Denise Tilley: Yeah. We're just helping each other, you know?

Dharma J Pugliese: Yeah, perfect.

Denise Tilley: I love his work. I think it's great, you know?

Dharma J Pugliese: Yeah.

Denise Tilley: You know what it is, like I really love the people in the program. And I often like people that are in my program because they're usually programs that attract like-minded people, but yeah, there's something different about it. I can't put my finger on it, that's the thing.

Dharma J Pugliese: That's okay. You had mentioned that there's something different about it, and you had mentioned that you feel greater trust and intimacy as compared to other programs.

Denise Tilley: Yeah.

Dharma J Pugliese: So how do you think that greater enhanced trust and intimacy comes about in this program? What do you think created the enhanced trust and intimacy?

Denise Tilley: So what I love about the community aspect of the program is that it's created . . . I feel like there's a lot of trust and intimacy in it. Where in other programs that I've been in, I would say it's not quite on that . . . it's not quite as or doesn't go quite as deep. And so what that allows for is, I feel like you can just show up and really bring to the table what you need to work on during the calls.

Dharma J Pugliese: What do you think creates the enhanced trust and intimacy? And you're doing fantastic, by the way.

Denise Tilley: Thank you. I feel like what has created this feeling of trust and intimacy that I feel from the community is the holistics, which is so fantastic.

Dharma J guides us through meditations in the beginning. He's very mindful about our time, and he's aware of the dynamics of the group. And so it's not just him showing up delivering information and us taking that information. I mean, he's aware of the dynamics, and so that's the holistic piece that he brings that is really pervasive throughout the program, and I think that, that just brings a whole other level; it allows us all to show up at a different level, a level where we're more of ourselves, and so we have the opportunity . . . we're set up for success to allow the best of us to . . .

Dharma J Pugliese: Wow! Awesome. So when this holistic approach that opens the door to enhanced intimacy (this might be a little redundant, but I think it's okay to have a little bit of redundancy if you're okay with just going with it for now, and maybe it's not, maybe some new things come up), but when this holistic approach, the heart-centered approach, that opens us up to greater trust and intimacy meet the real-world business strategy, what has happened in your consciousness? How would you explain the number one result in your life as a result of that?

Denise Tilley: The way that the school combines the holistic approach with the business structures is that the impact that that has had on me, and the shift that that has had on my consciousness is that it makes me realize that I have a big purpose in the world (as we all do), and that it encourages me—it has given me permission—it encourages me. It makes me feel that much more excited about stepping more fully into my purpose, which I think is so much related to my personal power. So it makes me realize—it makes me more aware—that what I'm doing, the work I'm doing in the world, is not just for me, but it makes me more aware of the impact that I could make in the world. So that's a pretty amazing shift.

Dharma J Pugliese: Wow! That is an amazing shift. And what do you feel as a result of this shift? On a little side note here, what do you feel about your financial earnings potential at this point?

Denise Tilley: So because of my shift, the way I feel about my earning potential financially is that I feel like it's really unlimited. I mean, I felt for some time that I've been doing my business that there's a lot of potential there, but also I was stumped by how do I get there in a way that feels like it's in integrity with me? That feels like I'm putting . . . and really, specifically, what I mean by that is where I still get to be myself and do my job the way, or my work, the way I feel good about doing it and know that I can still bring in and make the income that I want to make.

It's like I thought I always, always have got to change something in myself in order to realize those earnings. And now I realize that the opposite is true. I just need to be more of myself in order to open up the door to those financial possibilities.

Dharma J Pugliese: Wow, wow, wow!

Denise Tilley: It's really true, Dharma J.

Dharma J Pugliese: Oh, my gosh, I have goose bumps here as I'm hearing you say these things.

It's really very touching. So we're in the final stretch here. So next would be, what message would you give to someone thinking about enrolling in this program?

Denise Tilley: Do it. Yeah, the message I would give to someone considering enrolling in this program is if you're someone who is heart-based, if you have felt in the past frustrated by or puzzled by how do I get an understanding of business and become good at business under your belt, if you have felt like there's a divide, that those can't exist collectively, that you have to be a different person to be a good business person, then I would say this is the program for you, because what you'll discover is that the opposite is true, that you can be heart-based and you can be very successful in your business as well. And this is the program that's going to show you how to do that.

Dharma J Pugliese: Wow! Perfect. And if you could choose three words to describe our program, what would they be?

Denise Tilley: Fabulous, awesome...

Dharma J Pugliese: Oh, I love those words.

Denise Tilley: If I had to choose three words to describe this program, I would say one is “high level.” This is working at a much higher level than I anticipated, and yet there are even new business owners in the program. So somehow, like the information we’re getting is at a very high level, it’s a wealth of information delivered in a very impactful way.

Secondly, which goes along really with the first, is like there’s a level of excellence here. So we’re expected to show up at a certain level with our work completed. We’re encouraged gently, but that’s also the expectation. So the bar is set to where we’re expected to deliver our best, which is only helpful to everyone.

Then the third piece, I would say, is there’s like a sense of lovingness around it, which it just makes it all so approachable. It makes you want to show up at your best. So there’s always that element there, and you feel very supported just in the way that you can tell that that’s a core value of the school.

Dharma J Pugliese: Wow! Thank you. Thank you. Thank you.