

## **Abby Skidmore: Client Study Deep Dive**

**Dharma J Pugliese:** Hello, everybody, and welcome. Welcome to today's client case study and testimonial session. I am so thrilled to bring you Abby Skidmore. Abby is a certified massage therapist, a Reiki teacher and a yoga instructor, and Abby lives in Manchester, Vermont. I just want to wish you a big welcome here today, Abby. Thank you so much for being here.

**Abby Skidmore:** Thank you, Dharma.

**Dharma J Pugliese:** You are welcome. It has been such a joy to have you in our Rapid Client Enrollment program. You really just took our Rapid Client Enrollment program. You started in January of this year. You did work with me a little bit last fall, but really you enrolled in our Rapid Client Enrollment program beginning in January. It was right at the end of January, and we're recording this in June, but you wrapped up your first round of the program, I think it was in April, was it not?

**Abby Skidmore:** April or May, yeah.

**Dharma J Pugliese:** April or May, right around that timeframe. I think it was April, maybe early May. So the first question I have for you is when you enrolled in our program, what problem or problems were you experiencing in your business? What inspired you to enroll?

**Abby Skidmore:** Well, I knew for a long time that I have this feeling like I'm just chasing my money. I'm working a lot. I'm busy taking care of my daughter, and I'm running here and there and everywhere trying to make money. I really have this idea that I want my clients to come to me. I want to stop all this running around as much as I can, kind of tone it down. I would love for them to just come to me at my home, my home business. I have my studio here, and that's where I want to be. So I've put that out there, and with this class and this course, I was able to have success in doing that.

**Dharma J Pugliese:** Wow. Okay, so you felt like you were chasing money around, it sounds like.

**Abby Skidmore:** Yeah.

**Dharma J Pugliese:** You're chasing your money. You're providing for your daughter. You're really busy running around, and you really want your clients to be coming to you instead of you going out and finding them is what I'm hearing you say.

**Abby Skidmore:** Yeah.

**Dharma J Pugliese:** Okay. And how were things going financially? Like at that time when you were having these problems?

**Abby Skidmore:** Yeah, just getting by. Just feeling like I don't know or I never know what my income is going to be because I don't know if I will have clients, so it was pretty stressful.

**Dharma J Pugliese:** It was pretty stressful, yeah. So tell me, Abby, I'm hearing some stress, I'm hearing frustration, then how did that stress and frustration impact your life?

**Abby Skidmore:** If I'm going to be stressed, I learned early on I can't heal from a wounded place. So even having any stress or anxiety or worry, I have to drop all that before my clients get here, and so that takes time and I need to be the best I can for my daughter and my clients. So very little stress is the key. And in this day and age, financial stress is huge for almost everybody. And I cancel clients or I reschedule clients when I'm not feeling my best. I can't work on somebody when I'm too stressed. And I try to not let money get me that far, sometimes it's more emotional, but it's never good to be under stress, or to feel like, you know, I'm not doing my part as a parent, or giving my daughter everything she needs because I don't have enough money or this and that.

**Dharma J Pugliese:** So it sounds like it really impacted all other aspects of your life as well, your relationship with your daughter, your emotions, and really your sense of wellbeing, even maybe your confidence is what I'm hearing you say.

**Abby Skidmore:** Yeah.

**Dharma J Pugliese:** So before you came into our program, what actions had you taken to try and work with these challenges and problems, specifically having to do with money and having a reliable source of income coming in as opposed to running around trying to chase dollars, what actions did you take to try and resolve this?

**Abby Skidmore:** Well, a lot of ideas were kind of in my head. I have a lot of creative ideas flowing and things I could do. Things I want to do. Things that might make me more money, things that people need and ways I can help people more. A lot of it was just bubbling up in my head and I was still just not doing anything, just running around out on call at a couple of different spas, on call on my home business, and yeah, just trying to keep my fingers crossed that people will call and clients will call, and they do, it comes and goes, but now it's more I'm booking out, so it's awesome.

**Dharma J Pugliese:** Wow. Okay, we'll get to that in just a minute. You're booking out, wow, so that's quite a transformation and let's definitely talk about that in just a minute.

I want to talk a little bit more about this challenge because it's a challenge that so many small business owners have. In particular, with the business owners that we work with, which primarily are heart-centered entrepreneurs, coaches, healers, educators, people who like yourself are looking to make a difference in the lives of others through their work in some form of healing or coaching capacity.

These types of challenges you're describing are very common, and I am certain that our viewers at home are like, "Oh, my gosh, that sounds really familiar," and what I'm hearing you say (and you can correct me if I'm wrong) is that you really didn't know what was going to work to help you grow your business. You're really just kind of, you know, you had ideas in your head, I heard you say, and I kind of like to describe this as well. Without the education or the training and the coaching that goes along with that, it's almost like throwing darts in the dark and hoping that one of the darts lands in the bull's eye. Some things will work, some things won't, but at the end of the day, even the things that work we really don't know what works, so that way we can duplicate it.

Take us to the moment when you actually realized that our program was working to help you to solve this financial problem and this business problem that you were in. What happened?

**Abby Skidmore:** Well, there were a lot of shifts inside me. There was distrust, so I know for a long time I told you, “No, Dharma, I’m not doing that. I’m not doing this. I’m not going to do this sales funnel. I’m not ready.”

**Dharma J Pugliese:** Right, yeah.

**Abby Skidmore:** And finally, one day, months later probably, I was like, “You know what, I’m ready to work hard,” and that was the main thing, like being ready to work hard. I had it all in my head and I know if I do this crazy special you’re telling me to do, I’m going to be busy, and I already feel busy.

And I started working with the mantra, “The more I do, the more I can do.” And just really telling the Universe, “I’m ready.” And so agreeing to do that, to do the sales funnel that we learned about and just putting my all into that and going for it, that’s when the shift happened.

**Dharma J Pugliese:** Yeah. Awesome. So for our viewers at home, what Abby was initially referring to, when she and I worked together in a program that she enrolled in last fall, which was 2018, the resistance that she was referring to had to do with developing her sales funnel then and working on the sales funnel process then, and then when she came back and rejoined us in January, she was ready to really jump in and focus on her funnel in a new way, and I think that’s the shift that you’re talking about, isn’t not? When you came back a few months later and you started working basically full steam ahead, you jumped in with both feet and started working on the funnel that we reviewed together. Is that right?

**Abby Skidmore:** Yeah, yeah. And the way it was all laid out, you made it pretty clear and simple and easy to follow on what to do. Before I knew the steps, now I knew looking out what I had to do and I had a plan that you helped me with.

**Dharma J Pugliese:** Right. Okay, awesome. So then what happened? Once you put together this plan, you jumped in, you really started working on it, how did that impact your business?

**Abby Skidmore:** I want to say this in the positive. Of course, it's a positive because I was getting clients, way more than expected, and so I was ready to physically work hard doing a lot of massages.

**Dharma J Pugliese:** Just for clarity, because these are all massage clients that we're talking about now.

**Abby Skidmore:** These are all massage clients.

**Dharma J Pugliese:** Okay.

**Abby Skidmore:** And so I had some worries about burnout in my body and physically being able to do a lot of massages, and so a lot of it was scheduling and staying organized. I was not used to booking this many people.

**Dharma J Pugliese:** Really.

**Abby Skidmore:** So I messed up my schedule sometimes, and so I'm so lucky and blessed that my clients are so awesome and understanding and a lot of them I got are really awesome people. And so yeah, I had to book clients weeks ahead, which I'm not used to doing. I was just going day by day and maybe I don't have anybody for days and maybe I don't have very many people in a week, and now with the sales funnel and full steam ahead, I was booking my days completely up and having to tell myself, "Okay, this is when I need to take a break and stuff like that." Having to turn down people or reschedule people wasn't something I was used to.

**Dharma J Pugliese:** Wow.

**Abby Skidmore:** So yeah.

**Dharma J Pugliese:** So I just wanted to make sure I get the full picture here. If you could just describe kind of a before our program and after our program in maybe just a couple of sentences succinctly, how many clients were you seeing each week on average before you enrolled in our program, and then once you implemented the sales funnel, how many clients are you seeing each week now? How many

weeks in advance are you booking these clients? So just kind of like a big picture overview.

**Abby Skidmore:** Before this program, I mean, I was doing more work at other spas as well, so they weren't my personal clients, which is a big goal of mine to gain personal clients at my home, which maybe I only had a handful a week. Now, I have...

**Dharma J Pugliese:** So how many is a handful, like two or three?

**Abby Skidmore:** Like maybe around five clients a week at the house.

**Dharma J Pugliese:** Okay.

**Abby Skidmore:** And now I could have five in a day, so at least probably fifteen here at my house.

**Dharma J Pugliese:** Wow. So within just really a few months—if I'm understanding this correctly—from January through really the end of your program, which I believe was the end of April to early June, you went from seeing five personal clients in your home each week and you added fifteen or so new clients per week to your business, and so that's an increase of fifteen clients a week in your business.

**Abby Skidmore:** Yes. And some of them are returning, some of them signed up for the special. And so we'll see what happens after that.

**Dharma J Pugliese:** Yeah.

**Abby Skidmore:** But yes, it's been amazing.

**Dharma J Pugliese:** Wow. And all of that happened in just about four months from the time you actually implemented the funnel. The date you implemented the funnel to the time you are seeing that many clients each week, was it about three months or four months?

**Abby Skidmore:** Yeah, a lot of people, I ran the special for a month. And I did what you said, I booked up, and when I did that, when I was all booked up, I think I said,

“Okay, I’m done. The special is over for now.” I can always bring that back like you taught us when I need to boost my clients. I like it.

Even though it was a crazy special, I mean, that money adds up. I was able to buy a summer vehicle for cheap and just have a stack of cash lying around, it was awesome.

**Dharma J Pugliese:** Yeah. Well, it sounds like there has been some incredible benefits in your life. Congratulations.

**Abby Skidmore:** Thank you.

**Dharma J Pugliese:** That’s really quite remarkable. And I just wanted to honor and acknowledge you for jumping in with both feet, full steam ahead and doing the work.

**Abby Skidmore:** Thank you.

**Dharma J Pugliese:** Yeah. So you went from having just a small handful of clients each week, essentially, to having a full schedule, a full diary of clients.

**Abby Skidmore:** Yeah, it’s totally full.

**Dharma J Pugliese:** And how far in advanced do people have to wait to get on your schedule now?

**Abby Skidmore:** At least a week or two.

**Dharma J Pugliese:** At least a week or two. So you basically went from just a handful of clients to a full schedule where you have to wait a couple of weeks to get onto it.

**Abby Skidmore:** Yeah.

**Dharma J Pugliese:** Wow! Woohoo! Put it there, that’s pretty remarkable. Nice job. So what is your life like now, now that this problem is being solved and has been solved? How is it impacting your life?

**Abby Skidmore:** I mean, I know I have the tools and I can always go back to this program if I need to be refreshed. There is still a lot of work I want to do because I do want to try to shift in my business, and I can use the sales funnel for other parts of my business like teaching Reiki and yoga and building those clients after I build my massage clients, and I know you're always here, and that's the awesome thing. I can always join another program or ask for your coaching again when I need it. So there are still a lot of goals and things I want to do in my business, but I don't have to worry so much about making the money to get by, I can worry about other things, like my future and growing my business.

**Dharma J Pugliese:** Yeah. And that really was your focus and your intention when you came into this program. It was, well, in the first year, learning how to grow your massage business, and we're going to focus on that, growing your massage business first because that is really your core base, bread-and-butter income, right?

**Abby Skidmore:** Right.

**Dharma J Pugliese:** And then from there, as part of your strategy, you are diversifying into building your yoga business and your Reiki business, and we've also talked about developing a signature program. I know you've put some energy and work into those areas as well. So how well do you think this program has equipped you to continue to grow and expand into these areas that you want to grow and expand into on a long-term basis?

**Abby Skidmore:** Well, I talked to one of the two students that I helped lead to you and join your program and one of them said to me—she's also a Reiki student of mine now—she said, "It's been invaluable, Abby." She said, "It's been invaluable," and she just started and so she had no idea yet, in my opinion, but it is. It's invaluable what we go through on a personal level and in the processes that you take us through, it's very personal and that's been incredible. I forgot the question! I got excited.

**Dharma J Pugliese:** No, that's great. So I'm hearing that it's been invaluable. Thank you for those referrals, by the way.

**Abby Skidmore:** Yeah.

**Dharma J Pugliese:** The two people that you have referred have really been thriving in the program. They're learning a lot. They're implementing the strategies, and so that's fantastic.

How helpful has the program been in your planning and really in clarifying your thinking, like what kind of foundation do you now have for other areas of your business to continue to grow, for example, your Reiki business or your Reiki practice, your yoga teacher training, and also the development of a signature system really in either of those areas? In addition to building your massage business, how helpful do you believe the program has been to establish a foundation in these other areas?

**Abby Skidmore:** Yeah. So I mean, I went to college for business. I have a Bachelor's degree, and it does not even compare to what this program has done to help me get ready to really succeed in my business. I am a heart-centered entrepreneur. This class and these courses have helped me come into who I am and stating, you know, "This is me. This is what I do. This is what I want to do." And college, it didn't really prep me for that. I want to know about business, but a personal coaching, really heart-centered process, has been amazing to, for my whole future, not just this one aspect, the whole future of my business. I can come back and use what I've learned in this program to really plan and put into action what I know I need to do, and there's a lot more work to be done, but it's very exciting knowing I can do it because I did it.

**Dharma J Pugliese:** Wow, that's incredible what you just shared. You actually went to school. You have your college degree in business, and what I really heard you say is that what you've learned in this program is significantly more valuable than even what you learned in school when it comes to growing your business.

**Abby Skidmore:** Absolutely.

**Dharma J Pugliese:** Wow. And I often refer to this program, it's like beyond a Master's program, and it's really an accelerated learning program. Now, I also went to school for business. I have my Bachelor's degree in business administration from one of the top-rated business specialty schools in the country, Bryant University. It's known as one of the three Bs, in fact. So, yes, I have that business

degree, but most of what's in this program I learned after I graduated from college. In my twenty-plus years' experience as an entrepreneur and in my study with many of the world's greatest business coaches and trainers, so not only does it incorporate some of what I learned in college, but really it's all of that real-life experience, the mindfulness experiences, the meditation and the yoga experience, the work with heart-centered entrepreneurs, all of that experience kind of all brought into this program. So thank you for sharing all of that.

What have you found to be most beneficial, Abby, about this program?

**Abby Skidmore:** I would say I got everything out of my head and on to paper and into action.

**Dharma J Pugliese:** So getting everything out of your head, on to paper and into action is what has been most helpful. So it really helped you to take what was in your head and move into action mode.

**Abby Skidmore:** Yeah, absolutely, yeah.

**Dharma J Pugliese:** How long did you feel that this stuff was in your head without being able to take action on it, for one reason or another?

**Abby Skidmore:** Since I started this in 2012.

**Dharma J Pugliese:** In 2012, yeah. Okay, so that's actually really, I think, important to take into context. You started your business in 2012 and so we're looking at about six years then of having all of this in your head, struggling with your business, building it ultimately towards the end of 2018 to the point where you had about five clients a week, and then all of a sudden in 2019, things just skyrocketed.

**Abby Skidmore:** Yes.

**Dharma J Pugliese:** Wow, that's pretty incredible. Now, I'm curious about benefits in other areas of your life, like beyond just business. Have you found the program to be helpful in your personal life, your relationships, and really any of your physical health and wellbeing, how you feel about yourself, your confidence, in any of those areas as well?

**Abby Skidmore:** That's definitely a personal journey. It's definitely a lot of self-care, self-realization, and so a lot of healing for myself as well, and moving forward with that. Tools that I can use for my own mental health and my own physical and mental wellbeing in my life to journeying closer to where I want to be and as well as growing my business. It's been a very personal journey, a lot of dedication, commitment, just love and joy and support that a lot of people might not get from their families or friends or people they work with. It's a support system when the people in your group and your coach is just coaching you in the way that you do and sending love and sending reassurance and guidance. Those good vibes, they affect the day, the week, and we saw that in our groups when we check in, "How was your week? What happened?" It's just like when those juices are flowing, you feel full.

**Dharma J Pugliese:** Wow! So what I'm hearing you say is that the program really helped you in ways well beyond the business, and in fact, I heard you say there was quite a bit of self-realization and healing. There were physical and mental benefits in terms of your wellbeing in how you felt about yourself. It was really a personal journey that resulted in enhanced joy, enhanced love, and a greater sense of self-care and wellbeing.

**Abby Skidmore:** Definitely.

**Dharma J Pugliese:** Wow. And how do you think that all of that, because all of these types of things, you don't get in your average, everyday business program, but how did all of these influence the business building for you?

**Abby Skidmore:** I feel like I can inspire others more. I do what I do because I learned from my teachers. What has helped me most in my life and why wouldn't I want to share that with others, and so yeah, the inspiration to share how it's helped me, I mean, it brought me to people right away. So the inspiration building and that personal connection with my clients.

**Dharma J Pugliese:** So it sounds to me like, if I'm kind of reading between the lines, would you say that it influenced and impacted your entire life? And if so, how?

**Abby Skidmore:** Of course, there is a lot.

**Dharma J Pugliese:** I know that.

**Abby Skidmore:** Of course.

**Dharma J Pugliese:** I know that. I can feel that, and I just wanted to hear that come from you. I want our viewers at home to really sense, to really get that, so that they are inspired to change their lives as well because there are certainly people out there who will benefit from your words, Abby.

**Abby Skidmore:** And yeah, you have helped me for the rest of my life, I and my business, and everything I learned on a personal level is just as valuable as growing my business to make more money. That's been awesome.

**Dharma J Pugliese:** Wow, amazing. Oh, I'm so touched by hearing your story and your words, Abby. Thank you, thank you. So what message would you give to someone thinking about enrolling in one of our programs?

**Abby Skidmore:** Be ready to work hard. Be ready to take personal steps towards your goals and work hard at those. Dharma will absolutely guide you and bring you where you need to be and be there for you. A lot of it is being ready to do it, to grow personally and work hard, and I love the fact that you, Dharma, kind of know or you're guided to kind of knowing what your students need. You knew what I needed and you didn't give up on me when I gave up on myself at the beginning. I said, "I'm too busy, I have this thing I got to do," and you called me back and said, "Hey, look, Abby," and you told me exactly what I needed to hear, and I'm so glad you did. I'm so grateful for that because if I didn't continue the program, I would not be here taking action on stuff that I needed to take to grow my business. So thank you.

**Dharma J Pugliese:** Oh, you are so welcome. And again, it's just been such a joy to witness and experience your process and to see you just step into this really empowered, powerful place in your life. So yes, I saw your potential, and I still see your potential. So you keep stepping deeper and deeper into power, and I think that's really where you are. This is kind of one step in your journey, filling up your massage practice, and next, you are going to be working on your signature program, right?

**Abby Skidmore:** Oh, yeah, and I am going to have my own spa.

**Dharma J Pugliese:** You're going to have your own spa.

**Abby Skidmore:** Yeah.

**Dharma J Pugliese:** You're going to have your signature program or programs.

**Abby Skidmore:** And I would love all of that.

**Dharma J Pugliese:** You, as a Reiki teacher and master in your yoga teaching programs, and all of these wonderful things that you have plans to help make a greater difference in the world, and so I would say that this is one step in your process towards awakening and stepping into your fullest potential, and you just have so much to celebrate. I want to thank you for being here today. Is there anything else that you would like to share with our viewers as we wind down here today?

**Abby Skidmore:** Thank you for watching. Thank you for considering this program and stepping into your power, because when we step with our power, that's when we can share it with others and really change lives. The responses I've had from my clients touched my heart so much and helping others just helps me feel so good. So be ready to take the steps and just help heal yourself and others.

**Dharma J Pugliese:** Awesome. And that's really what it's all about, and I'm so glad you named that right at the end, because Abby stepped into her potential and her power, the incredible work that she is doing is trickling out to more and more people, to her clients, she's helping to change more lives, and so that's really what we do here at the Holistic School of Business. We are change agents. We help people like Abby to help more people so that together, this transformation of consciousness just continues to expand and trickle out, kind of like a pebble dropping onto a still pond, and I think that's really what we're up to here. We're creating a new planet Earth. We're creating, we're transforming consciousness and we're making a greater difference in the lives of others and on our planet at the same time. So thank you again, Abby, and thank you, viewers at home, I wish everybody a beautiful day, and we look forward to talking to you soon.

Okay, if you haven't already signed up for a Business Breakthrough coaching call with me, then sign up, and that would be the next step in your process so that way we can hop on the phone and we can talk about your goals, your strategies that are needed to bring your business, and even your life, to that next level just as Abby has done. Thanks again, everybody, and thank you, Abby.

**Abby Skidmore:** Thank you.

**Dharma J Pugliese:** All right, bye for now.

**End of Video**