

INTERVIEW VALET

CASE STUDY: COACH

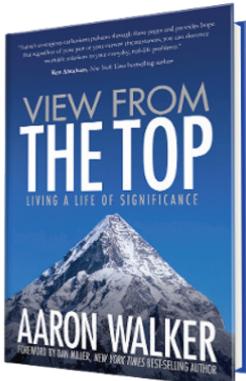
AARON WALKER

View from the Top/Iron Sharpens Iron Mastermind

Aaron Walker is a professional Life and Business Coach, and author of *View from the Top*. Aaron also leads a Mastermind Community for men, Iron Sharpens Iron.

GOAL

Aaron wanted to launch his book, bring on 1-on-1 coaching clients and fill his mastermind community. As a busy business owner and keynote speaker, Aaron did not have the time to speak in front of live audiences as often as he'd like. After 30 years in the brick and mortar businesses, online marketing was new to him. In the fall of 2014, he turned to podcast interviews.



RESULTS

Aaron saw increased website traffic within the first month of initiating the podcast guest strategy. It continued and shows an inflection point near the 12-month mark; no paid traffic was ever used.

With a visitor-to-lead conversion rate 25x better than blog articles, traffic typically converted at 25 - 50%. After people had heard Aaron speak for 30 minutes, they came to the site ready to engage.

Aaron realized a recurring monthly revenue of more than \$40,000 within 12 months after investing approximately 120 hours into podcast interviews.

1 on 1 Coaching: Within the first 3 months, all 1 on 1 coaching spots were filled with a waiting list and dramatically increased prices.

Mastermind Groups: To serve the increased demand, Aaron started paid Mastermind groups. After 18 months 70 select men participate

Paid Membership Community: To serve the continual flow of listeners who want to work with Aaron, in the summer of 2015 he started a paid online community.



If I would have had the system that Interview Valet uses today when I started 18 months ago, I'm sure I would have seen better results, faster with less input.

Aaron Walker, View from the Top/Iron Sharpens Iron Mastermind