

## **GrowthSource Success Story**

*Media marketing veteran transforms outdated business model into a vibrant company positioned to capture new market opportunities*

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### **Shawn Smith- President**

Momentum Marketing- Vancouver, CN

Shawn Smith joined GrowthSource Coaching in 2010. He is the owner of a full-service marketing and advertising agency with specific expertise in deploying multi-platform content and digital marketing initiatives. After many years of battling changes brought on by technology in his industry, Shawn decided it was time to re-invent himself and his company. You can visit him and his staff at <http://www.momentummediamarketing.com>

### **Please give us a snapshot of where your company was prior to working with GrowthSource Coaching.**

We were struggling because our entire business model was changing -- due to economic issues and changes in the technology industry that we're in. We had to evolve our business or diminish. When we came into Steve's sphere, he helped us take our business to the next step... to evolve to where we are today.

### **What changes or improvements do you attribute to working with GrowthSource Coaching?**

Steve was able to easily spot where our processes were breaking down or where we needed to evolve in our sales efforts. He was able to bring that third party objectivity in order to see all the things we weren't doing right, or where we had the opportunity to do better.

Sometimes when you're in the middle of operating your business you don't always keep your eye on what's happening around you. Or in this case, the things that were happening around were happening so quickly that you don't have the bandwidth to keep up with it all. Steve was able to look at everything and help us keep pace with that and make the changes internally.

**Can you give us a specific example of some type of an achievement or measurable outcome that you were able to accomplish as a result of working through this process?**

In just the first 7 months of this fiscal year, we already outpace what we did for revenue in the past 12 months before working with Steve.

One year ago very shortly after starting with Steve, our traditional client base was drying up. That put a lot of pressure on our cash flow. Steve was able to quickly give us some short term strategies on how to build back up that cash flow in a very short amount of time. That allowed us to ramp up some longer term strategies in tandem to get us to where we are today.

**What part of GrowthSource Coaching and Steve's coaching process did you find most valuable to you?**

Steve has a way of looking at things from a 30,000 foot level and yet also see what's happening on the ground level of the business. It's this comprehensive review that Steve is able to do and execute in a very short amount of time that I find so valuable. It helped us understand what we needed to do first, second, and third. And from there he looked at every milestone as an opportunity for us to move forward to the next step.

**Were there any 'Light Bulb' moments that came out of working with Steve and GrowthSource Coaching and created mental shifts about how you were running your business?**

With Steve there's a mental shift every 15 minutes! Steve has a way of hearing what's REALLY going on in the business and putting his finger on it very quickly. When you're working on your business you're often working "in" it rather than seeing it from an outside perspective. Steve is able to in a nutshell sum up any challenge or obstacle you're facing into something that's very simple. He often brings in real-world experience and can share analogies that give you that "ah-ha" moment to help you deal with the problem at hand.

**What would be your strongest recommendation to encourage anyone considering joining GrowthSource Coaching?**

First of all, you can't afford to not have a business coach. If you wait, you miss opportunities along the way. It's happened to me, and I know that once we started with GrowthSource Coaching I was able to capitalize on opportunities that I would not have seen without Steve getting me ready. When these opportunities came, I was ready to take action which turned into revenue. It's worth many, many multiples over what you spend on business coaching.

You have to open yourself up to the idea that with this kind of help, you are going to regain your investment twofold, threefold, tenfold, even twentyfold.

**Want to get results like this?** Visit the home page of [GrowthSource Coaching](#) and sign up for a complimentary Business Strategy Evaluation with a professional business coach who can help you determine the exact areas where you need to focus to get the results you want.

For more Success Stories, go to <http://www.GrowthSourceCoaching.com/GSC-Client-Success-Stories.html>