

Summaries of the revenue generated by the three finalists in Infusionsoft's Ultimate Marketer contest for 2008. The winner is Dan Bradbury whose stats are on this page and the next page. He went from \$0 to \$844,832 revenue in the last 10 months of 2008. The other two finalists stats are just as amazing.



Your Business

	<u>Before Infusionsoft</u>	<u>After Infusionsoft</u>
Annual Revenue	\$0 (Feb 08)	\$844,832.98 Feb-Dec 08
Best Monthly Revenue	\$0	\$223,046.62 July 08
# of Employees	0	1
Total # of Leads (Your List Size)	330	65,881!!!
# of Marketing Campaigns/Sequences	0	35
# of Customers/Buyers	0	1,570
Amount Spent on Marketing/Advertising (Monthly)	\$25,000 (in month 1)	\$12,000 (approx)
Time Spent Working in Your Business (Weekly)	40-50 hours	10-15 hours
# of Vacation Days (Per Year)	10	32

Please note, these numbers are just for one of my businesses that I run with infusion and all the above numbers can be verified in the application lifecoach.infusionsoft.com

5 Reasons Why Dan Bradbury Is Infusionsoft Marketer of the Year

1. My new business has done almost \$1MILLION (\$844,832.98) from scratch in just 10 ½ months! (February 14 – December 31 2008) Thanks to Infusionsoft
2. I've built a jaw dropping list, adding thousands of new contacts every month
3. I've stretched the limits of infusions capabilities with multi media follow up, advanced tracking techniques, split testing of emails, upsells through the API and crazy levels of list segmentation, this has allowed me to double my sales, not once, not twice, not three times, but 4 times in less than one year thanks to infusion!
4. I 'get' the infusionsoft mission, so much so that even though I'm just getting started with my bootcamps, I always get a solid 10%+ conversion rate selling Infusionsoft applications to my customers and have had infusion speak at every single one of my bootcamps so far! (I also bust my tail to be a great ambassador for infusion at dan kennedy, yanik silver events, etc – working hard to make sure you make as many sales as possible – PLUS I've had to put up with that Jeff Mask guy – not an easy task ;o)
5. Most importantly I deserve to be Infusionsoft marketer of the year because not only have I massively grown my small business but I've done it in a way that has allowed me to create the lifestyle I want – Not only did I get married this year, but we got back from honeymoon to find out we are expecting our first baby!



I can now relax knowing my business works virtually on autopilot so I can spend time with the most important people in my life – my family



**THANK YOU EVERYONE AT
INFUSION!**

Our Journey with Infusion Software

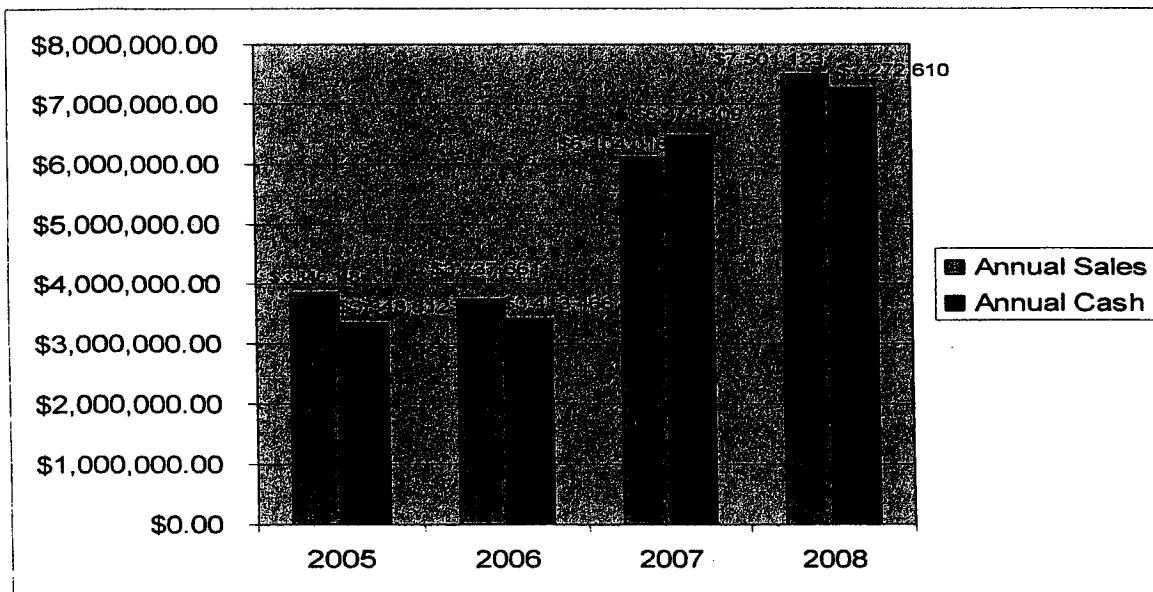
We (Dentist Profits) first heard about Infusion software in January of 2005. The month prior to hearing about Infusion, I had started compiling a list of everything that I would like in software to help us build our business, and then like a scene out of the Secret – it appeared. I listened in on a tele-seminar and called immediately following. I had my list of questions and when the phone was answered by none other than Clate Mask, I started firing away. He answered all of my questions and they offered a guarantee and the training – so what did we have to lose?

I started weekly training calls with Scott Martineau, where he showed me how to convert our current business to utilize our CRM and to start automating our business. We took about 6 months to convert over all of our previous data and to start using our CRM full force as our main system. I am glad that we took our time, importing data over and starting with 'fresh' sequences and 'fresh' leads and we took off from there, and haven't looked back.

I will always remember we ran one of our first eblasts with a trade magazine, and it was about 2 weeks before we started using Infusion. The eblast brought in 600 leads, which we were very happy with, unfortunately all those leads came through as individual emails and had to each be manually inputted into our database! It took 4 staff members 4 hours each to get everything going for those 600 new leads. I had mixed feelings when Scott showed me how easy it would have been if we had used an Infusion webform for the eblast...and how the 16 hours of time we spent getting those new leads started would have taken no time what so ever, as everything would have been automated. I was sick to my stomach that we had 'wasted' 16 hours of our time that could have been spent marketing or selling... and yet, it was time that had to spent to get the information out to those leads. From that day forward, we have made it a point to automate everything possible.

Since June of 2005, we have increased our sales from 2 million/year to 6.1 million/year in 2007 and a projected 10 million/year for 2008. One of the first things that Infusionsoft did for us was to automate payments and subscription services which was and is the foundation of our company. In the 6 months using Infusionsoft, we saw our revenue increase by 1.5 million without changing our marketing or sales.

Once we automated our marketing, we started seeing our sales and revenues double each year!



Note

*** There are some sales/revenue numbers that were not shown due to privacy reasons ****

My Business

Wow

	Before Infusionsoft	After Infusionsoft
Annual Revenue	\$35,000 Gross sales 2006	\$838,569.18 (2007) \$2,099,706.06 (2008)
Best Monthly Revenue	\$4,500	\$454,372
# of Employees	1	9
Total # of Leads (Your List Size)	4,000	14,000
# of Marketing Campaigns/Sequences	2	162
# of Customers/Buyers	15	1,262
Amount Spent on Marketing/Advertising (Monthly)	\$800	\$5,000-\$25,000
Time Spent Working in Your Business (weekly)	All of it	10hrs/week IN the business 30+ hrs/week ON the business
# of Vacation Days (Per Year)	No vacation	21 days vacation this year (2008)