

HOW ONE BUSINESS COACH AVOIDED BURNOUT BY IMPROVING SYSTEMS & DRIVING 87% OF SALES FROM RELATIONSHIPS

RYAP helped Elaine dial in her referral program so she could slash her workload and continue her 6-figure launches



Elaine Cartas is a high-touch business coach for WOC & creatress of the Color Your Dreams™ movement. She offers 1-on-1 coaching and group programs.

THE PROBLEM:

Feeling ready to collapse and quit from having to do everything herself and be constantly cranking out content to generate sales.



CORE VALUES:

- diversity
- inclusion
- equality
- community
- *connection*
- collaboration
- celebration



THE CHALLENGE

Good money but ready to quit

Elaine had just wrapped up an \$82K launch for her coaching business, and she was ready to quit. Being in front of her screen all the time prior to launching was excruciating and exhausting. There had to be a better way.



"I created this business for freedom, right? What's the point if I'm not feeling the freedom?"



As a former grassroots organizer, Elaine was a pro at establishing genuine human connections. But she was used to doing that by sitting down to dinner and having in-depth conversations.

The online coaching world felt frustrating and overly focused on transactions and promoting sales. Ugh. She needed something simple and genuine that would help her business thrive.

Elaine had a mutual connection with Laura Sprinkle, creator of the Rock Your Affiliate Program (RYAP). The mutual connection raved about Laura, so it was easy for Elaine to trust her. Laura Sprinkle gets more excited about teaching the power of leveraging genuine connections to generate referrals than almost anything else. That's exactly why Elaine chose to work with her.

THE SOLUTION

Strategy & systems to bring more ease & fun

Elaine's audience is small, with less than 4000 followers on Instagram. But she had a high touch coaching business capable of rocking 6-figure launches.

Elaine knew she needed to stand out amongst the many new online coaching businesses opening every year. One key to do that is focusing on how she makes others feel, not the number of likes she gets on social media posts.

RYAP SOLUTIONS:

- Strategy sessions
- Goal setting
- Slew of templates for attracting, activating, and appreciating referral partners (so they come back!)
- Weekly action plan with specific steps
- Personalized "homework" reviewed by RYAP team

"Only 5% of my sales come from Instagram. Instagram is not the reason why people choose to work with me. They choose to work with me because they see that their friend had amazing results."



Through strategy sessions and detailed action plans, Elaine learned how to take the in-person relationship building skills from her organizing days and transfer them to the online coaching world. Elaine became more intentional about relationships she built, and was able to use the extensive template library for drafting materials to attract her partners.

She learned how to invite her affiliates to be a part of the entire customer journey, not only the final sales step. She cultivated relationships with them outside of the sales pipeline that were fun and soulful, and **these “non-salesy” relationships became the most powerful driving force behind her climbing referral rate.** Now, instead of constantly pumping out content and focusing on marketing, Elaine puts more time into following up with her affiliate partners.

RYAP offers in-depth tech advice for setting up systems. Elaine’s style is more organic, though, so she kept her system more simple and the RYAP team met her where she was at through the whole process.

THE IMPACT

More money, energy, & community

Each of Elaine's launches since RYAP has felt easier than the last, thanks to now having a dialed-in, easily-repeatable system and a strategy in place for referrals.

She now:

- Generates 50% of sales from renewals & 37% of sales from referrals (87% of sales just from forming genuine relationships!)
- Rocks 6-figure launches (fun!)
- Feels energized and excited about continuing to grow her business (yay!)
- No longer has to be on social media all the time (woohoo!)
- Cultivates relationships that help her grow her business that are fun & heart-centered (that’s what I’m talking about!)

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“I feel energized - it's great! Like my business just focuses on connecting people and creating friendships. Business can be very simple when you focus on relationships.”

“RYAP is fun, simple, and well-organized, and helped me flow in the simplicity of building a business. If you don't want to be exhausted all the time, work with Laura.”

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LAURA SPRINKLE

Founder of RYAP

**Ready to leverage the power of relationships, slash
your workload & make sales soar
(while having tons of fun)?**

CLICK HERE

To learn more about Rock Your Affiliate and to apply.

www.laurasprinkle.com