

COURSE BUILDER'S LABORATORY



Colin Gautrey

The Gautrey Group

Sensing a shift was needed when it came to getting numerous people into one room for multi-day meetings, Colin Gautrey decided to try a new approach. He's a specialist on power and influence in the workplace and has been running workshops and coaching senior-level managers and leaders for years.

Colin came across Firepole Marketing and was impressed with the "high degree of professionalism and integrity" exhibited by the company. Nonetheless, after signing up for the Course Builder's Laboratory in February 2015, he felt it wasn't love at first lesson. In fact, he admitted it was quite a struggle. "I know my stuff, I'm really experienced at what I do and I've got a really, really good strong sense of what my market is all about, what my people want, what problems they have. What I found [through the course] was that I had to rethink all of that."

But he stuck with it and kept in touch with the Student Support team as he went. He pushed back frequently, asked questions and finally made it through "the wall", emerging in place where he understood what he needed to create and how to present it. In fact, he noted that his pilot launch was more successful than all of the other material that he's put on the market.

In one pilot I made more than in all my effort on the eBooks. They're still valuable. They're still useful, all the portfolio, and they're a valuable part of what I'm doing here, but people wanted serious help, so now they're getting it.

Despite having a rather passive list, he managed to draw in twenty one folks for his pilot, bringing in a little more than twenty thousand dollars. And what's more, he's got a waiting list of people who missed the opportunity the first time and are anxious to sign up when the course reopens. In fact, he's decided to harness the waiting list and instead of moving straight into a full launch when his pilot concludes, Colin plans to run a second pilot to improve the content delivery methods, material design as well as the pace of the course before he invests time and money in publishing a full scale program. He figures it's a good

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opportunity to present something to those on his waiting list while allowing him to refine a few more things before moving forward.

The other unexpected benefit of the pilot is the additional business leads he's gained by way of his students. He's had folks that have paid out of their own pocket for the course who are now recommending him to their senior management teams and he's confident there are more opportunities like this one just around the corner. "Looking back now--and it's been less than six months since this whole thing started--it's been a very, very powerful learning curve for me and I think sets me up for a radically different business, to be honest, and it's completely changed things."

Learn more about Colin and his work at www.gautreygroup.com