



Dr. John Oda Method

Helping business grow stronger, effective, and faster



# PROFIT NOW BUSINESS COACHING CASE STUDY



8548 Prospects



305 Conversations



27 Appointments

- **Client**  
John P. Oda Phd
- **Niche**  
Business Coaching/Consulting
- **Year**  
2022
- **Website**  
[www.drjohnoda.net](http://www.drjohnoda.net)

## Customer Story

Profit Now Business Coaching is a forward-thinking company dedicated to helping businesses uncover hidden opportunities to increase their profitability. Their model offers practical and effective methods for earning huge returns without engaging in extremely complicated go through phases. Concentrating on neglected revenue opportunities, they have increased their customers' yearly sales revenues to between \$500,000 to \$10 million.

Even though their success was in evidence, Profit Now Business Coaching had an obstacle: how to reach a suitable audience. They had the skills to change all kinds of businesses, but, unfortunately, they did not assist the persons needed to be reached, the decision-makers, to utilize the service the business offered.

Teaming up with Exotto, they had a targeted strategy in mind that was designed to reach prospective customers so that their objectives could be optimized.

## The Solution

Exotto crafted a comprehensive, multi-pronged approach to address these challenges:

### In-Depth Audience Analysis:

Exotto started by conducting thorough research to understand the demographics, pain points, and needs of potential clients in each target industry. This research formed the foundation for creating highly relevant outreach strategies.

### Tailored Campaign Development:

Based on the findings, Exotto designed custom email and LinkedIn campaigns. These campaigns featured personalized messaging and industry-specific language to resonate with decision-makers and highlight how Profit Now Business Coaching's solutions could address their unique challenges.

### Strategic and Scalable Outreach:

Leveraging Exotto's expertise in LinkedIn outreach, the campaigns were executed at scale while maintaining personalization. The messaging was carefully tailored to engage prospects and encourage meaningful conversations, which led to better connection rates and higher appointment scheduling.

## Challenge

- Target decision-makers in the medical industry, manufacturing industry, and financial services.
- Expand their audience and reach out to automobile dealers.
- Target companies with industry specialization in Technology.

## The Results

- 27 Appointments
- 305 Conversations
- Outreached 8548 Prospects

“ Discover how Exotto helped Profit Now Business Coaching uncover hidden assets and maximize revenue potential. ”