

STUDENT SUCCESS STORY

From \$40 Test to \$96k Contract

How Eric Sadowski Turned a Simple Google Ad into a Six-Figure Business



Tested First



Proved Results



Scaled Fast

At a Crossroads

Eric was exiting home service sales and refused to settle for another traditional job.



Leaving the Grind

Years in home service sales gave him skills, but he was tired of building someone else's dream.



No More W-2

He knew he didn't want to jump into another traditional sales role with capped commissions.



The Big Question

"What if I could use my sales skills to build something of my own?"

Test Before **You Sell**

Eric didn't pitch a theory. He spent his own money to prove the model first.

AD SPEND

\$40

Total investment to prove the concept

THE RESULT

6-Figure

Potential Landscaping Job

01 **The Experiment**

"Why don't I try to get some landscaping leads for myself?" He launched one simple Google Ad.

02 **The Validation**

Within days, he generated a lead worth over \$100k. The model was proven instantly.

03 **The Proof**

He sold that lead to another company, creating an instant case study to show future clients.

From Test to Traction

With proof in hand, Eric leveraged his network to close his first real client.



Local Connection

Reached out to an Osteopath in Toronto he already knew to pitch his services.



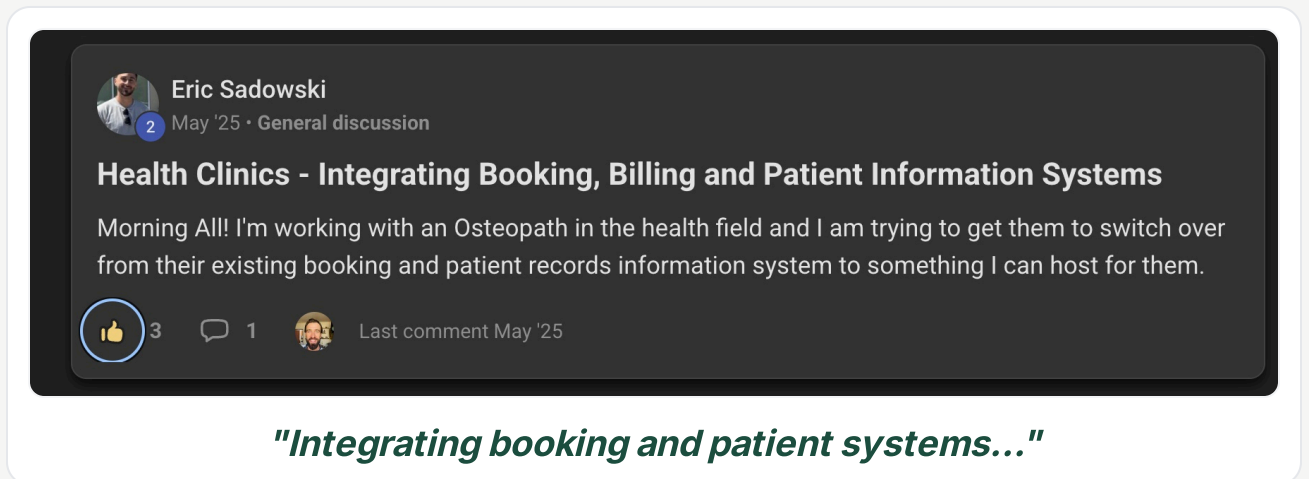
The Offer

Provided lead generation and integrated booking, billing, and patient systems.



Building Trust

Used his initial test results to show he could deliver real value.



The \$96k Contract

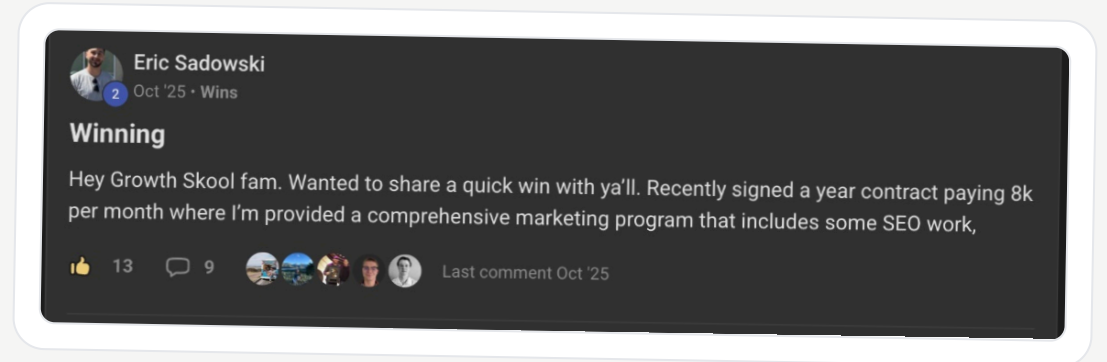
From a \$40 test to landing a massive annual deal.

★ ANNUAL CONTRACT

\$96,000

Total Contract Value

\$8,000 / Month Recurring



Home Services Win

Eric signed a home services company to a full-year marketing contract.

What Made **This** Work

Three principles that turned a \$40 test into a \$96k contract.



Test First

Eric didn't guess. He proved the model with his own money (\$40) before asking a client for a dime.



Leverage Skills

He used his home services background to understand exactly what the market needed.



Start Local

He closed his first deal through a personal connection, building trust quickly to get his first win.

BEFORE

The Sales Grind

-  Employee Mindset
-  Capped Commissions
-  Building Someone Else's Dream
-  Looking for an Exit



AFTER

Agency Owner

-  Owner Authority
-  \$96k Annual Contract
-  Building Own Equity
-  Proven Scalable System

Why This Story Matters

Eric's journey proves you don't need a huge budget to start.



Low-Risk Testing

You don't need thousands of dollars. Eric proved his entire business model with a \$40 ad spend.



Speed to Result

From a simple test to a \$96k contract in months. This isn't a 5-year plan; it's a fast track.



Real Ownership

Stop renting your sales skills for a commission. Build an asset that pays you recurring revenue.

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Your Path to Ownership

If Eric can do it, so can you.

Take the first step towards firing your boss today.

✓ TEST SMART

✓ BUILD FAST

✓ OWN YOUR FUTURE