

STUDENT SUCCESS STORY

From Car Sales to **Business Owner** in 60 Days

How William Baker Built a Thriving Lead Generation
Agency and Fired His Boss

✓ Income Replaced

✓ Job Quit

✓ Full Freedom

The Pain of Traditional Sales

William was grinding long hours on the lot, waiting for customers, with zero ownership of his future.



Grinding Hours

Long days at the dealership, hoping for walk-ins, with absolutely no control over lead flow.



Resetting to Zero

Every month, the commission clock reset. No residual income. Just anxiety about hitting quota again.



Zero Equity

Doing CEO-level work—prospecting, closing, forecasting—but owning 0% of the business.

“I wanted to build something of my own, not just sell for someone else.”

Immediate Traction

Taking massive action while still employed at the dealership.

1

Lunch Break Hustle

Used lunch breaks to make cold calls. Refused to let his day job slow him down.

2

First Trial Client

Booked a landscaping business for a 7-day trial with just \$100/day ad spend.

3

Building Momentum

Booked 2 more meetings via cold calls and reconnected with a former CEO contact.

💡 Key Insight: William didn't wait for the "perfect time." He created momentum in the margins.

The Bold Move

William didn't just talk about it. He took action.



Left the Dealership

Quit his job at Kia after just 30 days, confident in his new path.



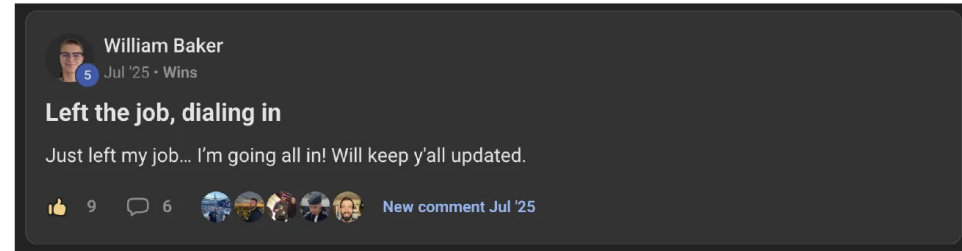
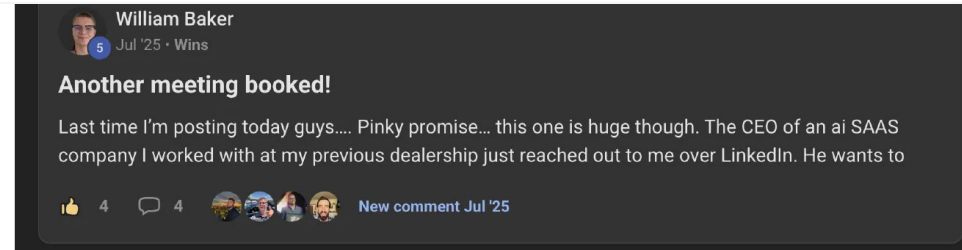
Income Replaced

Landed enough clients within the first month to match his previous earnings.



Calculated Decision

Not a reckless leap, but a move based on real results and paying clients.



"Just left my job... I'm going all in!"

First Paid Client & Early Revenue

\$1,500/Month Retainer Secured, With More Deals in the Pipeline

🎯 Niche Focus

Decided to focus exclusively on contractors (HVAC, Roofing, Landscaping) due to high demand and ROI potential.

👤 Strategic Growth

Brought on a partner to help manage operations and scale the agency faster as deal flow increased.

First Paid Client

\$1,500 /mo



Additional Deal Closed

\$2,899



Multiple MRR Deals Closed

\$3,000



Client Success **Drives Growth**

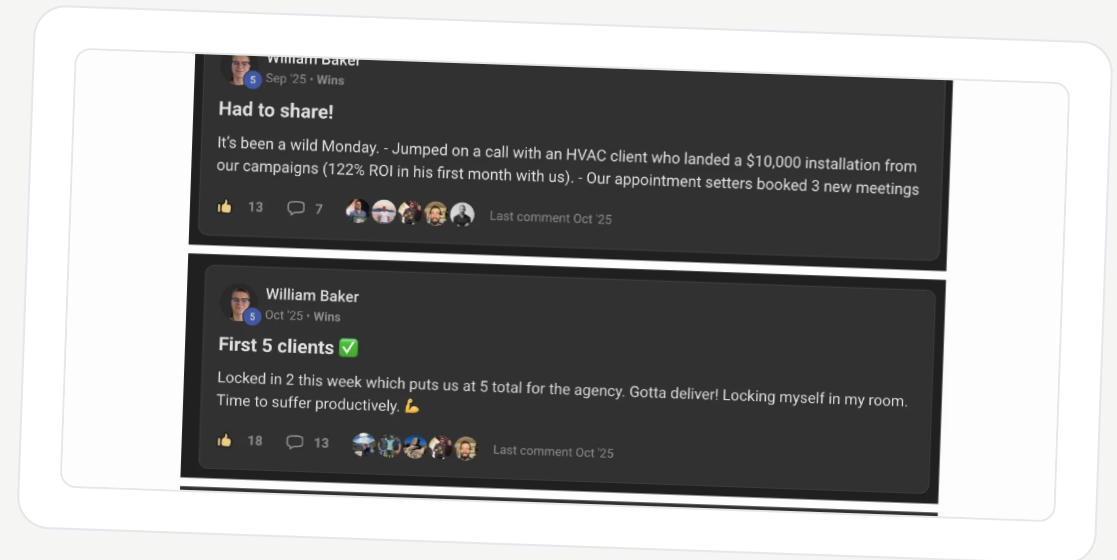
When you deliver results like this, scaling becomes inevitable.

★ HVAC CLIENT WIN

122%

ROI in the First Month

\$10,000 Installation Landed



Rapid Agency Growth

William hit 5 paying clients just weeks after his first win.

Building a Sales Team

Transitioning from solo operator to team leader to handle the volume.

The Squad



2 Full-Cycle Closers

Experienced reps handling deals from start to finish.



1 Appointment Setter

Dedicated to keeping the calendar full of qualified leads.



Commission-Based

Low overhead, high incentive model.

The Stack



JustCall

Power dialer to maximize outreach volume and efficiency.



GoHighLevel

All-in-one CRM for pipeline management and automation.

RESULT: CALENDAR FULL

A Complete Transformation

From Kia Salesman to Agency Owner in Just 60 Days.

DAY 0

-  Employee Mindset
-  Long Hours on the Lot
-  Income Resets Monthly
-  No Control Over Future



DAY 60

-  Business Owner Freedom
-  Income Replaced & Job Quit
-  5 Paying Clients
-  Sales Team of 3 Hired

Why This Story **Matters**

William's journey isn't unique. It's a blueprint you can follow.



Speed to Result

William replaced his income in just 30 days. You don't need years to build a profitable business.



The System Works

No special advantages or "luck."
Just a proven process executed consistently, day after day.



Real Ownership

Stop renting your sales skills to a boss for a commission check.
Start building your own equity.

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Your Path to Ownership

If William can do it, so can you.

Take the first step towards firing your boss today.

✓ TAKE ACTION

✓ BUILD YOUR FUTURE

✓ OWN YOUR TIME