

A portrait of Juli Martin, a woman with shoulder-length brown hair, smiling. She is wearing a blue V-neck top under a black blazer. The background is a blurred outdoor setting.

## Success Story: **JULI MARTIN**

After several years as a successful CPA, starting her own business was a natural step for Juli Martin. She found it exciting, rewarding, and challenging. As she celebrated five years as a business owner, Juli had many lessons under her belt.

*She was ready to acknowledge and overcome some of the challenges she had faced and was ready embrace the life she envisioned when she first contemplated business ownership.*

After hearing about the success other leaders in the financial industry found working with Chuck Bauer, Juli enrolled for his Professional Sales Coaching program and moved on to the Small Business Shape Up program.

**Here's what happened...**

## Juli Martin's Pre-Coaching Challenges...

- Needed A Shorter Work Week
- Has Chronic Stress Symptoms
- Grew Firm From \$120k To \$525k In 3 Years—Nearly Drove Juli Into The Ground
- Some Non-Profitable Clients Needed To Be Fired
- No Set Sales Structure
- No Staff Accountability
- Allowed Emotions to Get In The Way Of Good Decisions
- Felt The Firm Was Running Her
- Everything Was Time Intensive
- ***And That Wasn't All . . .***

## Major Accomplishments Since Starting Coaching

- **Corrected A 70% Rate Of INEFFICIENCY & Increased Efficiency Of Entire Staff**
- Shortened Work Week—Started Taking Two Days Off
- Sales Structure In Place
- Fired Non-Profitable Clients
- Rolling Average Realization Rate Up 5% And Climbing.
- Healthier Boundaries Set With Staff & Clients, Emotions Don't Get In The Way As Much
- Feeling Better, Less Stress
- Started A Powerful Self-Filling Marketing Campaign
- Started A Delegation Program
- Worked On Health & Fitness
- ***And Much, Much More!***

## Including An Amazing...

**73% Net Income Increase!**

**“Less stress, more money, and more time? I'll take it!** Since hiring Chuck, **my net income has increased 73%** over the same period last year. I am now able to dictate my schedule, I get to spend one to two days with my children each week, and I have my life back.”

**—Juli Martin, JR Martin & Associates, Redding, CA**

**More Sales Successes May Be Found At:**  
**[chuckbauer.com/success](http://chuckbauer.com/success)**



**How Can Coach Chuck  
Help Your Business?**

Learn More By Contacting:  
**855.740.SELL**  
[chuck@chuckbauer.com](mailto:chuck@chuckbauer.com)

**[www.chuckbauer.com](http://www.chuckbauer.com)**

