



Case Study: **Dawn Prickett - Founder, DawnPrickett.com**

I'm Dawn Prickett. I live in Pocatello, Idaho, and I run a knitting supplies website. I'm coming from the crafting world and the product-based world, I'm a little bit of an anomaly, but there are two of us in this group who are product based. So that's awesome. I was really glad about that.

What was your life like before the program?

So, a couple of months ago I keep bumping up against the ceiling of how much I physically can do. And coming from the space of starting the business with my own hands, and being a handmade creative, that's where I always seem to come back to is I bump up against my physical capacity. And you know, so then I hire people, and then we bump up against that physical capacity. And the biggest thing that I realized that I struggle with, is making that transition from being a solopreneur and doing everything yourself to becoming a business and becoming a corporation, becoming something bigger. And a lot of that I realize is a mental thing, because you only understand that I can do this, you don't even have any idea that any of the rest of this is out there until somebody tells you that maybe it is possible. And so, that's where I was at, is I kept bumping up against how much I could do and my own limited idea of how I could handle that, how I could change that.

What did you learn through that?

It literally ratchets down what I'm capable of, what I can earn, how much I can sell, how many people I can serve. Because when I believe that this is the ceiling, I don't even attempt to strive for anything higher than the ceiling. If I believe that this is the only thing that I can do, then that's what I could do. And I mean, literally, I spent the entirety of 2020 believing that my monthly income cap was about here. And joining Ramp Up Accelerator, you told me well, I want you to try for here. And of course, I could do that. I just didn't really think it was possible.

What was your first reaction to the offer?

Well, first of all, I've been in several of your programs over the last three years. And I always get so much out of them, that if I know that you personally are going to have any sort of involvement, like we could have a zoom like this and just chat, that I know that it's going to be worth the money, like exponentially. And so of course, I wanted to do the thing that Todd was doing, but it was advertised as Ramp Up. And for whatever reason in my head, while I also don't think I'm capable of \$300-\$500 million with a craft business, I've got that side of it.

I also was listing myself as higher on the scale of where my business is, than Ramp Up. I was thinking I was higher than that. And so I saw a Ramp Up and I thought, well, that's not for me, I'm better than that already. I don't need that. But because I know that even if it's not the perfect fit of what I think it should be, I know that I will get so much out of it. If it's one of your programs, that I had to get it anyway, even though I had other programs that I'm like, I really should go in this direction. And I'm like, no, I need Todd's advice. Todd is very good about - I can be like one of those little windup cars that you pull backwards, and it just goes in a straight line. Usually, he's really good at like tweaking my direction, just a little bit, so that I just run this way instead of running this way. And then I actually get more done.

What did you think when you saw the opportunity to join?

So, I had literally just purchased a couple of different programs. I purchased one that was an advertising, Facebook and YouTube advertising class over the summer with Billy Gene Marketing. And he had spoken at your conference last October, which is how I was introduced to him. And I know the power of having a really good coach, because I've been in your programs, but I'm always a little bit leery of other coaches, because if you haven't been in their world, you don't know if it's going to be as valuable. So I had purchased his program this summer. And then I purchased Courtney Foster Donahue's Launchpad, which is a course building - which is actually a totally separate direction from my main crafting business. And I was like, well, I'm going to do this thing and not divide my attention and do all these things. I already spent lots of money on Courtney's course I'm going to do this, but I can't resist Todd, so...

What surprised you about this program?

So the thing that I didn't expect that I got, which probably is the most valuable thing, is that I actually have a mission statement for my company. I have a mission for it. I posted in our Facebook group that my business has always been a way to bring extra money into my family, it supports my family. But when people talk about "I have this mission", I never understood it. I sell a great product. I like my customers. But I've never felt like it was my mission in life to make the most amazing knitting tools. Or to build the greatest business ever. And so, when people would talk about a mission, I'm like, "Yeah, I don't have that, my business is disposable." Once I don't need my business anymore, it will go away.

But going through the first workbooks in this program, and when it really makes you analyze and think about what is working, what's not working, what do you like with it? What don't you like, and all of these things that I realized that the thing that I like most about my business, is my assistants, my employees. A year ago, when I talked to you, I didn't even want to have employees, I didn't, and you pushed me, you nudged me, so that I would try that. And it is my favorite part of this business. And I realized when somebody had told me, actually, every single assistant that I have hired in the last year has told me that they had been praying for a job like this. And the idea that I could be an answer to somebody else's prayer through my little business, made me more passionate about this business, than any product that I could ever sell.



And you had mentioned in one of our calls about Zappos, and how there are different types of companies. It doesn't have to be about the product, it doesn't have to be about the customers that you serve, it could be about the culture. And I realized that that is what my business is about. My business is about supporting my family, so that we can eat and do the things that we need to, but also supporting other families of the people that I employ. So they can eat and take care of their families, and live the lives that they want. And that makes me excited. So that was kind of my crazy aha, that I - it doesn't have anything to do with my sales goals, you now, or whatever. But it changed everything, it changed my whole 10 year plan, all the things that I envisioned for this and where the ceiling for everything could be because I can see it now. It's all of a sudden, I have a mission.

What were the real and tangible results of the program?

October was my biggest sales month ever, ever. So much so that, a year ago the number that I got in October, had been my three month goal, my quarterly goal. I exceeded that in a single month. And I do attribute that to the fact that in October, even though I had all of the things lined up to do all the things - I've been working the 90 Day Year system for a while now and I have a pretty good idea of what I should be doing. But again, I thought my cap was here. And so I wasn't pushing the advertising. I wasn't pushing a lot of these things because I was afraid of overwhelming the system. And once I removed that, that stop block, it opened the faucet. All of a sudden, we had a fantastic amazing month. I just looked at my Black Friday sales, as a retail business Black Friday's a big deal. We're up 60% over last year for Black Friday and one of my goals as part of Ramp Up, one of my goals was that I wanted my cart close amount to go up, and that's currently up 6%. So that's pretty good. I mean, it's a couple dollars per order, but a couple dollars over hundreds of orders adds up.

What would you say to someone else that's like you?

I think particularly, I'm in a lot of groups with maker businesses, that start out as crafty moms. And I think that everybody who talks to people in that space, has a tendency to limit things so much that the idea of the hundred thousand dollars, a six-figure income, or six figure sales is like the pinnacle of what everybody says, they say that that is the greatest thing if you hit six figures, but nobody ever talks about what it could be beyond that. And I think that there's so much focus in the world of product businesses, and maker businesses that focus exclusively on, you need to be posting on Instagram 500 times a day, you need to have a Facebook group, you need to do YouTube videos, you need to do all of these 500 things to promote your business. But when you try to do all of those things, all you are is busy.

And nobody ever talks about analyzing which one's actually working? Which one should you really spend your time on that is actually going to propel you. Yes, you see that new course for the fancy Instagram training, or the Pinterest training, or whatever. But is that actually going to make a difference in your business? Is that actually going to change anything? And it makes me so sad that so many maker businesses could be such a bigger thing. And they just aren't because nobody, they feel like nobody's talking to them. And the people who are talking specifically to them, aren't talking about these things. And then they look at a program like yours,



and they're like, "Oh, well, that's not for me, that's for coaches, or that's for these other people." But Ramp Up Accelerator and 90 Day Year and all of that, it doesn't matter what your product is, it doesn't matter whether you're selling a coaching package, or you're selling a \$20 widget, it works for either. And that's what learning how to focus on the things that are most important so that you can be heading in the right direction, that's what's gonna actually make the difference, not how many times you post on Instagram.

