



Case Study: **Marcus Starkensjö - Founder, Starkensjo.com**

My name is Marcus. I'm from Sweden, and I run a software company and have a training company where we serve athletes and business owners.

What was your life like before the program?

I was struggling to get my business to the next level. I was working seven days a week, 10-12 hours, I was really tired. I was running in new directions all the time. And it felt like I was going in circles all the time. And it was really, really frustrating. And when I saw the email from Todd, explaining the stages of business, I really understood that I was doing something wrong because I was doing the work, but I wasn't doing the right work.

Did you have any hesitations at first?

It was big hesitation because I didn't have the money to invest in the program. I was working, as I said, seven days a week to get my company up and running, I was building the app and the software and, and everything like that. But I knew for me to take the next step, I needed some help. And when I saw the video from Todd explaining the things to focus on, because I was focusing on 100 different things and going in different directions, and many times focusing on things that were much ahead of where I was. And when I saw the video from Todd focusing about sales marketing, I've been in sales for many, many years. But sometimes you need somebody to hold up the mirror, to really do the things that make the difference, not going after the shiny objects and the new things, and the next book, and what this entrepreneur says is the success story. And that really spoke to me and so I took the leap, and as I said, I didn't have the money, but it was truly one of the best investments I've ever made in my whole life.

What surprised you about the program?

That I really learned about myself, because I have a lot of energy, I have a lot of passion in my work, but I really learned what was my weaknesses. And I was, starting the program, I was doing really, really great. But after like five weeks, I was going into like, bad habits that I had before. But because of the structure of the program, because we meet three times a week, I was able to direct again. And now I feel like I really built the habit of working and getting things done. Because I was as I said, I was working seven days a week, but I wasn't effective. And because of this, I actually take one day off. So, my wife is very, very happy because now we have one day together that we can go on a date or something and I'm really, really happy. And I got to know myself as well. How I work the best and not focusing

on hundred things, I have the three things that makes the biggest difference. And every day in the morning, I have my checklist. And every Monday we have a meeting, which is helping a lot with accountability and to have a direction for the week. And I also love Fridays as well, because we measure the most important things for the week, which is sales, how many people have you spoke with? And have you made any sales and what are you wins as well, I think it's very important for them to close the week well, and because we tend to focus a lot on all the things that we didn't get done. I think it's very important to also focus on the things that you get done and take the weekend off as I do now with my family.

What were the real and tangible results of the program?

Before I joined Ramp Up Accelerator, I was working really, really hard to get my business to the next level. And because of the first two weeks, we did some really, really amazing exercises on getting clear on the business model, getting clear on how we serve our clients, I actually started to approach investors. And yesterday, I actually got a yes from an investor of \$1.5 million. And this means that I actually can take it easy, because I have been struggling for many, many years to come back from a business failure before, and this means that I can actually relax and enjoy the Christmas with my family and not work every day. So, it wouldn't have happened without the program, because as I said I was working really hard, but I didn't have a clear model. And because of the program and the coaching from Todd and from Dave, I got clear on it. So, I went to investor and I was above my competence, but I had a clear plan because I created the plan in this program and I have a great business and we serve clients, we help them to get great results, and this means a lot to me.

And another thing from my training company, I've been doing a lot of work one on one with clients and I've been thinking about launching a group program for a very long time. I was thinking a lot about the funnels, the marketing, the videos and all the steps. But because of one strategy that I learned in this program, I took the leap. I made it simple, not complicated. And I actually made it simple for people to talk with me in one-on-one conversations. And last week, I closed five people for that group coaching program, which is a huge win for me as well, because I love coaching and this is next step for me to leverage and help more people in that company, as well.

And also, I think the biggest one is, as well, I can take down the pressure off myself, because I was working seven days a week, and I didn't show people but I was tired. I was really, really tired. I worked the whole summer and to get this up, up and running. And for me to take the Christmas off now a couple of weeks and enjoy it with my family and it's a lot and I am so grateful for the coaching as well in this program. You know, I think one time we were supposed to go one hour by to see Todd go four hours to serve us in this program. It's amazing. I don't know how he does it. Four hours, I'm not there yet. I would be tired. But I'm really, really grateful. Really, really, really grateful.

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

Don't be alone. You've got to reach out to people, but you've got to be very, very careful. Don't reach



out to the guru, or the people that talks a lot, reach out to the practitioner, that person that have actually done it that have coached people like Todd and Dave had, because then you get real advice. I've been given advice so many times from people, I've been listening to books, listening to programs, but it's been the wrong advice. It hasn't been the right advice for me at that time. And to be able to speak with people that you can trust advice, because it's coming from real experience working with real people, not somebody just reading a book to market themselves or something like that. And I think COVID, 2020 have been very difficult for many people as well. And I feel very, very blessed because I know people that have been working for 20 or 30 years losing their business and all that, but I would say reach out. Reach out and this is amazing support because the people that get in this group are there to support you. And Todd, Dave and all the other people are there to support you and help you on your journey.

And I think business is also a little bit like a science. And because what we learned in this program, you know the things that you should focus on because there are certain steps that you should focus on depending on where you are on your journey. If you're starting or you're in Ramp Up or wherever you are, there are certain things that you should focus on. For me, before I used to focus on the shiny object, the next thing, the marketing strategy, the sales study, or brand, building my brand of my business or personal brand or whatever, and not focusing on the real, concrete things that move you forward and move your business forward. And for that, I'm really, really thankful. And also, for the support to see the coaching from Dave and Todd has been amazing. They have helped me with things that I've been struggling with for years and also see them helping other people in the program, like a conversation of 50 minutes does solve a problem that I have had for like a year. It's truly, truly amazing when people who have done the work, show up for other people. And for that I'm really, really grateful to be a part of this group.