



Case Study: **Shane Melanson - Founder, ShaneMelanson.com**

Shane Melanson, here in Calgary, Alberta. Not far from Todd, actually. I'm married with three kids. And really what I do is I help real estate investors that are looking to scale and get into bigger deals, raise capital and invest in commercial or multifamily properties.

What was your life like before the program?

The majority of my revenue comes from being a practitioner, developing and investing. And I've been working at trying to develop a coaching program for the past 18 plus months. And I developed a podcast and a book and spent lots of money on different coaches, and it was almost like I was looking at how much energy I was investing into this coaching program. At a certain point, you almost have to ask, is this worth it? And what was interesting is, every once in a while I would get positive feedback from someone, and it would keep me going, right? Like, if I actually helped a client, and they would actually replace their income, I'm like, okay, there's something here. I have to pursue this, if you will.

But I have to say that when I joined this program, I was pretty close to just saying, you know what, I'm just going to keep it all out there for free and I'm just going to pursue my own business, if you will. And it was one of the first calls that you were on, and you really went deep into how to identify your niche, how to really focus in on one person, and it was the first time that it was permission to zero in on someone. And you made another comment where it was like, by focusing in on one person, it didn't mean that the others that were looking would go away. They would actually qualify themselves to try to work with you. I'm obviously paraphrasing, you said much better than that. But I started to think about that, and I thought, okay, what if I'm going to really work with someone that I can get results for? I literally put it on my website, I put it in all my forms. And it started to attract a much higher quality person into my coaching program. And it gave me comfort and confidence that I could actually do this, if you will, and really work with people that would give me energy and that I could see a path forward for. And so that was just huge. Like, I mean, the rest of the course was incredible as well. But that one defining moment early on was like, that's all I really needed. I mean, I could have been quite happy with that. And I've since implemented it in, in major ways. And it's been very helpful.

What was your first reaction to the offer?

I was in Kelowna, and I bought your Alter Ego audio book. And I don't even know how, I think you were probably interviewed on a podcast. And I was like, man, this just speaks to me. So I

listened to it, I listened to it on runs, even though I wasn't supposed to be working, so to speak on vacation, I was kind of paying attention to this. And then when I saw the opportunity to work with you, I just, I just took it like, to me, it seemed like for the small investment, and the amount that you were putting into it. I think everyone has kind of echoed the same, the same feelings where it was like, this just seems I mean, I don't know how to put it, it seemed like, there's no way that you could potentially give this much value for such a small investment. And so I thought, well I mean, I have nothing to lose.

What surprised you about the program?

Even though it's something I coach myself, but when you're actually on the other side of it, you realize how important it is. And that is the accountability, and the checking in. And I realized that when you make a statement to Dave, and even though it's something quite smaller yourself, when you show up the next week, and you can see the people that showed up, right, the people that actually did stuff, because we're all here today with you. And it was like, Okay, here's what I'm going to do. And so, I know for me, I'd been working for 14 months to get a course done. And I had spent tons of money. And it was like, okay, well, it wasn't just the goal, it was like, "What are the actions you're going to take?" So, from six to 7:30 in the morning, Monday through Friday, I would work 90 minutes, and I would just break down that big goal into micro goals. And now I have a course that's complete. And it's quite liberating to finally have something complete that you can show someone versus all these friggin worksheets and videos and just a jumbled up mess that it's - if I was coaching someone I would be I would be on their ass, because that's that that's not professional, right? And now all of a sudden, just from having to articulate it, and then stay accountable, it's done. So that was that was huge.

What were the real and tangible results of the program?

Well, I'll start with the, the financial because that's the easiest and most tangible. So, I got three clients, one was a repeat, but they spent more so call it \$12,000 in revenue in that short amount of time. But I've also got multiple people that are in my pipeline, that I expect over the next couple of months, once I open up my program again, that they will enroll. I've got two clients that I get, I don't even consider this because it's outside of the coaching, but they were coaching clients, and they have now involved me in their own deals. So, I'm getting anywhere from 25 to 30% and these are multimillion dollar deals.

So those are pretty significant, and then probably - it's a bit more emotional. So I'm going to stay high level so that I don't, so I don't go too deep. But I've been really struggling with my weight for probably, oh, I don't know, if I go back and look at my goals, I could probably say, for the past four or five years. It's always I want to get down to 195, I want to get down to this. And I've spent all my time focused on business. And I was neglecting that. And so, I just really committed November 3, to just getting into better shape. And so, I followed a very specific plan. And I'm down eight pounds and two inches off my waist, and I'm feeling way more confident and energetic, no booze, it's been great.



But what's been most impactful out of this whole journey is that I've shared it on Instagram. And there was another training that you did, where you talked about haters, and how you dealt with them. And that was really valuable for me, because as someone that I like to please people, right, I want people to like me, and I think that's not uncommon. But I also realized that there was a message I want to get out, and specifically to a few people, my sister being one. Because I've seen her struggle, even more so than myself. And anyways, long story short, she saw my first couple of videos where I was talking about what I was doing. I would go out on a rock, and I would do a video and I'd post it on Instagram and Facebook, and she would comment, and she just reached out to me on Friday, and this is my sister that I care deeply about. And she has now decided to put something into place to really get her life - because it is her life. It's not just her weight. There's other things that I don't really feel the need to talk about here. But it's pretty incredible, when you take these small changes, you don't realize the ripple effect that it's going to have, especially when you start sharing with other people.

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

Without knowing where someone is, is at, it's hard to advise whether or not they should do it. But I guess what I continually come back to is that if a person is going to commit and do something, then then just do it, right. I mean, there's many times like, I wouldn't have my video on, I was literally doing squats and listening. And then I would come over, because I had to be here but I only have so much time in a day. Yeah. And it was like this is a priority and I'm not going to miss it. And I think that if someone is committed and passionate about whatever it is that they that they want, and they're really looking for clarity, I think that that's - I keep this and that's why I just turned off my video I had to go find it. But this is like I've got a couple of these for businesses, for the various aspects of my life and to your point you don't need hours of content. I mean, that's a big takeaway for me. It's more like, even the way that I coach now it's like, it's less about me trying to impart wisdom. It's more like, it's fairly straightforward and simple. It's "Are you taking the actions? Do you have the skill set, then are you taking the actions and then let's get on the phone and get some feedback to move it along." And so, at a meta level, I'm watching how you're training me. And I'm taking that to put it into my own practice. Because I think that's maybe something that we haven't even talked about in terms of, if you can just be around people that are coaching at such a high level that you are, and then to be able to learn that and put it into your own. I mean, that to me is, like I would have paid just to watch how you did this, right. And then to actually be learning at the same time, that's, uh, that's kind of how I viewed this program.

Any final thoughts you'd like to share?

I think just the fact that now I have such a great amount of clarity and confidence. I used to be - there was a lot of self-doubt, I think. And then just to be around this community, and realize that we're all kind of struggling, even though when you go on social media, I think a lot of people portray that they've got it all figured out everything is kind of a perfect day. The truth is, if you are an entrepreneur, it's fairly lonely, and it's not like you can go out there and share that with the world, right? Because then people may doubt you, they may not feel comfortable



giving you money, if you yourself have your own faults, but that's just the reality. We do have doubt, and there's not a lot of places that you can go to, to get that help and support. And this group was tremendous.