



## Case Study: **Dawn Prickett - Founder, TwiceShearedSheep.com**

I am Dawn Prickett, I own a knitting supplies website called [twiceshearedsheep.com](http://twiceshearedsheep.com).

### **How has the program helped your business?**

I always felt like I kind of hit this ceiling of how far I could go, how much I could do. I come from the handmade makers space. So my business started out with me making everything with my own two hands. You know, and I've been doing this for 15 plus years, and most of that time, I made everything with my own hands. And you know, you can only do so much with your own hands. And with Todd's encouragement from the 90 Day Year, one of the 90 Day Year cycles, I did hire some assistants, but I had a lot of resistance of, I didn't want to be a boss, I wasn't sure how that was going to work. And all of these things and being in the the PRO program where I've got Dave every three times a week to really bounce things off of, I you know that that ceiling just suddenly evaporated it and I realized that that ceiling that I had put there really was something that I had put there. Last year, you know, I was in the first round of PRO and it in that quarter, we did almost as much as we did the rest of the year. Just incredible, just because that idea was gone. The idea that a six figure business was the top of the food chain. And so last year, we did about a little over \$200,000, it was the first year that we ever broke 100,000 this year with two consecutive quarters with Dave in my corner. We broke that \$200,000 by the end of June. And so we're on track, hopefully, you know, our goal is that we're going to hit half a million this year. And the idea that this what had started out is this little tiny handmade business can then my whole world has exploded and I'm like half a million sounds totally reasonable and totally doable. And we're going to be a multi-million dollar company. It's going to be I can see it.

### **What was your first reaction to the offer?**

I think the first cycle that I was in, I honestly didn't think the accountability would be that big of a deal for me. I had been in Todd's 90 Day Year program through two different cycles. And I knew how valuable the the group calls were with him. So I honestly signed up for the first round, not even really believing I was still in because they called it Ramp Up. Not even really believing I was in Ramp Up. I'm like, Oh, I'm farther than that, you know, I've got different problems. And he's like, No, no, no, me. Um, but I signed up for the first round specifically just for his calls. And it was really built for an accountability sort of thing. And I'm like, Oh, I don't need accountability, I, I can keep myself on track and all of that.

But what I found after going through the first cycle, that yes, Todd's calls, were super, super helpful. But having Dave three times a week to just bounce ideas off, and bounce thoughts off of and to, you know, have somebody with an outside bigger perspective to be able to say, you know, embrace the break, it's okay, if things break, that is what's supposed to happen as you're growing is that things are supposed to break so that you know where the weaknesses are, and you can

repair them. Otherwise, if you never push yourself high enough to the threshold of where you're going to break anything, you're never ever going to grow.

And so, while I started out being like, Oh, I don't need all of these things. I'm now at the point after doing three cycles, seeing the huge, huge wins, I mean, that I looked at our numbers. And at this point, you know, quarter two is about three times the amount that quarter two was last year. Just I'm like I can't afford not to have Dave there with me, you know, two or three times a week to just, you know, to just be that support system. And it's not like I need somebody to really tell me, oh, you need to do your things, or to say, oh, why didn't you do your things this week, because I'm really good about doing that anyway, but just somebody to keep me on track and to keep me focused and not veer off into left field is so so so valuable. Um, I was a little bit hesitant about paying that amount of money for a program that essentially doesn't have any program.

You know, that there's it's not a class It's not like you're getting a lot of additional content. But I've realized going through it, that not having a lot of extra content is actually the bonus and the blessing of it. Because we already already know what we're supposed to do. We just need to freakin do the things. And that's, you know, that really, that's what I'm doing is I'm paying for somebody to, to keep me on track. And it's worth every, every single penny.

Sometimes, we're in business, we tend to get in our own little echo chambers of whatever our particular niche niches. And we think that this is all the world is, you know, the idea that \$100,000 is the be all and end all of a business when you know, when you step back, and you look at the big world of business, they're like, Oh, honey, that's small potatoes still, that, or looking at my handmade world, or my product based world. And when I'm in a group with other people who were in other worlds, and or Dave, or Todd, who has seen so much, just having that outside perspective of somebody else, to be able to kind of twist things a little bit and clarify so that you can see, oh, well, this is really what I'm looking at. It's not as big a deal as I was thinking or, you know, this is really what's more important for you to be doing and not fiddling with all of the backend code of your website. That's not, that's not going to change your life, focusing on, you know, the exact wording of your email. I think having somebody behind me pushing me to say, you know, okay, what are you going to do this week? This week? Let's ship it out. Let's test it. Let's see, let's break something let's do. Or when you're really stuck to have those moments where you where I can just kind of vent and say, Hey, you know, I'm feeling totally overwhelmed with this idea. In is this, you know, really as big of a deal as I'm thinking that it is. And to have Dave or Todd, tell me, you know what, no, you're right on track. This is just the way that you know, this is just you breaking stuff. And it's okay. And having somebody as a cheerleader in your corner, too, is is super, super helpful to remind you of your your wind so that, you know that voice in your head doesn't just keep telling you that you suck.

### **Did anything surprise you about the program?**

So the one thing that this time around that really, really surprised me is that I have struggled with anxiety pretty much my whole life. I mean, certainly, when I was a teenager, or I was, you know, a young adult anxiety wasn't the buzzword that it is now and so I was shy, or I was, you know, I worried about things. You know, I saw a meme that said that if you were that kid who couldn't put a sticker on a notebook, because you're afraid you couldn't peel it off, you know, congratulations, you're an NGS you're an adult with anxiety? Yes, yes, that was me. And I, that bleeds over into so much of my business.



I had so much anxiety and so many worries, and so many thoughts about hiring people. They you know, at the time we were working out of my home, is anybody going to want to work from my, from my home, I'm just, you know, this one, this one woman, are they going to treat this as a real job or, you know, I'm, and all of these things that I had built up the fact that I couldn't reach out to a supplier, because the first time that I tried on Alibaba, I has a little form for you to fill out. And I clicked the little button to upload a file of a picture that I wanted to show them. And it had an error and it wouldn't upload the file. And I threw up my hands. And I said, I can't possibly communicate with anybody in China if I can't send this picture. And so I gave up on the whole process, anxiety. I realized, at the end of this, this round, my husband and I and my kids, my four kids that are still at home, we went on a road trip. And I had taken several trips back and forth between here in Denver, where my family is, because my grandparents health had been bad. And so I did quite a bit of traveling by myself and I'd done some things. But I realized my husband has not done any trips with us when we have done this over the last several years. And watching the reactions of my family's anxiety reactions to little blips in our road trip. That totally did not even hit my register anymore. was absolutely incredible to me. And I realized it's because through the PRO program Dave had been encouraging me to do more and more things that were a little uncomfortable. And so I would send an email to somebody that was uncomfortable, I would reach out to a supplier, I would work with, with my assistance. And that over the course of the last six months or so, I've been building up all of those muscles by just doing things that I didn't think were that big a deal. But in the long run, it affected all of my anxiety everywhere in my life. That was just astounding to me.

Honestly, for the first time, in my business, I am not the main driving force, I have not done any fulfillment, or shipping or production myself for the last three months or so that my systems handle all of that, even when I am not a part of the production and fulfillment that we have tripled the amount of orders that we can fulfill, which is huge, it is amazing. And it's all about the systems that Dave has been helping me put into place, my husband and I decided that we would like to take a big trip just the two of us. And so we have a trip scheduled to Italy for two weeks, it at the end of October. And I will not be handling email, I'll not be handling payroll, I'll not be handling anything, I'll be completely incognito for two weeks. And the business is I'm not gonna have to turn off my ads, I'm not gonna have to tell turn off the income that's coming in from it. Because it will just run without me. And that's amazing. It's like I have my life back.

### **What would you say to someone who's considering joining the program?**

I think if you're considering it, and you're not sure if it's going to work out for you, I tell you that if you come in and you do the work, you're going to see incredible results, that through three cycles of the people that I've seen in the program, those who come every week, and do the things, see results. It's just it's an input output sort of thing. And I've seen lives dramatically changed. Like I said, I'm a product based business. I'm a little bit of small potatoes. Last year was the first time that I ever even hit \$100,000 in gross sales. And for a long time, I was hesitant about a lot of Todd's programs, the first round of 90 Day Year that I did. I didn't ask a single question in any of the calls. Because I looked at everybody else the caliber of everybody else that was in the program. And I thought, Oh, I'm just this tiny little business, what on earth could I possibly have to ask or to offer? And I just sat and absorbed everything. And I didn't get nearly as much out of that program. As when I'm when I first when I finally asked a question. And Todd looked at me like I was crazy. And he's like, well, you paid for the program to you know, I have zero hierarchy for anybody in this program. You pay, you know, you ask question and you matter just as much to me as anybody else. And so, you know, it



doesn't matter whether you have this tiny little revenue or you're doing millions of dollars a year doesn't matter if you're product business. It doesn't matter if you're a coach or consultant or service business. That if you come and you show up and you do the things, you're going to see huge results.

