



Case Studies

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Lead Spring Media: Reversing a Company's Fortunes

Lead Spring Media is a New York-based company specializing in lead conversion and data analysis across multiple vertical markets and industries. They came to Global Forest Consulting on the referral of another colleague in need of guidance to change the trajectory of the company.

The Challenge: How to Save The Company

Lead Spring came to us at a point in their existence when business was nose-diving. Profits were rapidly shrinking and there was a real worry that Lead Spring would not be able to survive as a company without drastic measures. While it was clear that the company was flatlining, pinpointing the source of these problems was not so easy, and they needed an outside source who could properly assess their approach and recommend course-corrective actions.

The Solution: Procedure Analysis and Problem Identification

When Lead Spring first came to us, we had as much insight into the problems as they did, which is to say not much. We approached this challenge by first providing a deep analysis of the company's strengths and weaknesses. After thorough evaluation of the systems and processes in place at Lead Spring, we found that they lacked an effective growth and scaling strategy, and that lack had ultimately led to stagnation. With careful consideration of their stated goals, GFC was able to create a strategic model that was designed around making existing operations more efficient while also providing effective solutions to the growth wall they were faced with.

The Results

In implementing our tailor-made plan, Lead Spring Media experienced a complete turnaround. Within a year, their ROI had tripled and not only had the company reversed its fortunes, but they'd also carved out a very profitable future. In addition, they were better equipped to manage the day-to-day business operations with our models, making their operations more efficient as well as more effective. A complete turnaround in less than a year!

"Business was seriously nose-diving and needed quick salvaging before I lost it all. I was skeptical at first when I contacted Global Forest Consulting based on word of mouth referral, but as soon as I did, I knew I had hit a goldmine. GFC ran a thorough assessment, made bare the root of my company's problem and gave detailed strategic planning models that brought business back up and running in no time and in just a year, return on investment and profits had tripled. I am very impressed with their professional approach, incredibly well planned strategy and perfectly tailored procedure to eliminate problems and challenges in business growth and profit making such that my business has experienced a massive transformation necessary to achieve the much



needed profit. Also, another good thing with this remarkable company is that they are always up-to-date on the latest growth strategy and business consulting service which are always right on target and has also contributed immensely to the immediate improvement of our sales. I am more than excited giving Global Forest Consulting a benefit of doubt and I recommend to businesses needing proven plan business strategies and the coaching needed for the result they want."

- Jacob Singer, CEO of Lead Spring Media

CCTWP: A Lesson In Scaling

CCTWP is another client who came to us at a vital point in their existence. Their business had been operating to some success for several years, but they had no clear direction forward.

The Challenge: How to Reach the Next Level

When CCTWP approached us, they were dealing with a challenge that many existing businesses eventually must face: how to properly scale. To take a business to the next level, it requires a lot more than just doing things the way they've been done and expecting the same level of results. It takes careful planning and, more importantly, the implementation of a new model. CCTWP, like most businesses, wasn't sure which business model would work best for their long-term future and sought out the help of GFC.

The Solution: Diversification

When we first began working with CCTWP, we began with an analysis of their existing business model. While it was certainly working, it wasn't enough to help them reach the next level as a company. From there, with a better understanding of their existing strengths, we were able to help them identify new revenue sources.

The Results

By diversifying their business activities, they were poised to hurdle the wall and scale effectively for long-term success and growth. Almost immediately, CCTWP noticed a large increase of first-time customers and their sales began to grow beyond their expectations. With a wider business model, they were able to scale efficiently without losing their core identity and were better equipped to manage their newfound growth. That success continues for CCTWP today.

"I can't thank the team at Global Forest Consulting enough! They helped me scale-up my business big time. They jumped right into it, got my sales climbing immediately, and the



customers keep coming! We worked on a plan that also helped me modify my business personality to get maximum results. Great service!"

- Vojislav Milošević, Owner of CCTWP

StarGazers: Building a Better Business Foundation

StarGazers is a company specializing in modern marketing and influencer campaigns. When they came to us, they were in their infant stages and weren't exactly sure what their best plan was.

The Challenge: How to Launch Effectively

When we partnered with StarGazers, they had a great business plan in place, but they weren't sure how to successfully get that business off of the ground. This is a common experience for many new startups, and it usually boils down to one of two essential questions: What should our first steps be? OR Do we have a firm enough foundation to build on. Without a clear focus, StarGazers felt that they were trapped before they'd ever left the ground. They needed guidance.

The Solution: Rebuilding The Foundation

We started first by reshuffling their existing plan and overhauling their procedures and strategies. This was an important step to take, as it allowed us to then tackle the problem with a clean slate. In doing so, we were able to help StarGazers rebuild the foundation of their business model with a more focussed plan and streamlined processes that allowed for better efficiency and a more effective business.

The Results

Our tailor-made solution for StarGazers allowed them to not only get off the ground as a business, but to grow in their first years. Our streamlined approach allowed them to spend less time trying to figure things out and more time focussing on better lead generation, identifying new customers, and managing from strength instead of weakness. By putting our honest, actionable plans to work, StarGazers was in a strong position to scale properly when the time came.

"Starting a new business has never been this easy with Global Forest Consulting. Knowing how difficult start up can be, finding GFC was a great relief. They outlined all I needed to know and what approach to take in order to have a successful start up business. Then another trouble was how to get clients as quick as possible which Global Forest Consulting handled perfectly and professionally by providing highly strategic, insightful, and actionable recommendations that enabled quick lead generation activities, as well as identifying and approaching new customers. GFC walked me through the step by step process, providing tailor-made business solutions. With



their knowledge and expertise, I have been able to manage my business independently and profitably too. I couldn't have had a more experienced and resourceful consultant company. They have a team of professional consultants who are patient, thorough and have a knowledge base that is exceptional. I had the pleasure of starting my business career with Global Forest Consulting and I have not one day regretted it. I sincerely want to recommend GFC to businesses needing the help of a professional consulting firm in maneuvering through two key areas of business—sales growth planning and risk assessment and management.”

- Steve Jones, CEO of StarGazers

Yoga Prema: Bringing an Idea to Life

As the name suggests, Yoga Prema is a business specializing in teaching and leading Yoga to a diverse clientele looking to improve their lives. But it wasn't even a business when they first approached GFC.

The Challenge: How to Turn an Idea Into a Business

A good idea is vital for a successful business, but to get there requires a lot of strategic planning, development, and intent. For many people, the struggle to turn an idea into a business is a daunting task, and it was no different for Yoga Prema. They came to us without a plan, and it was up to us to see if they had a feasible business plan

The Solution: Developing A Feasible Plan

A business built for success needs to be feasible. That's why we started with risk assessment and feasibility tests. We needed to see if this idea could become a good business. From there we were able to create a sustainable business model that would help them achieve their goals. We designed procedures, recommended revenue sources, helped develop the organizational structure, and helped turn the idea into the business that became Yoga Prema.

The Results

Today, Yoga Prema is thriving. By determining their feasibility and helping them define their model, not only did they turn that idea into a growing business, but they also saw remarkable results almost immediately after launching. Our plan helped them create a low-risk business with attainable goals and a better sense of how to develop customers.

“Global Forest Consulting helped me turn my startup idea into a stable business. They guided me through the process of establishing an effective business plan, using the power of social media, and achieving my business objectives goals every week. I got remarkable results within a few weeks!”



- Milica Zegarac, Founder of Yoga Prema

Renovate America: Second Life

Renovate America came to us as a company at a crossroads. They had a strong track record of success as an industry leader in finance.

The Challenge: A Stagnant Company

Renovate America had a proven track record of success, but they'd seen profits stagnate and they struggled with employee retention. Despite a previously effective business model, they were struggling to stay afloat and they could not find the answers to their problems in house.

The Solution: A Comprehensive Shakeup

When GFC first began working with Renovate America, it became clear that there wasn't one specific issue that had stalled the company. Rather, a series of missteps and a lack of focus had brought them to their current situation. We analyzed several elements of their business, evaluating everything from their profit statements, costs, and efficiency while also taking a detailed look at their employee and client relationships and procedures. With this comprehensive breakdown, we were able to identify areas of weakness and implement a plan that emphasize employee retention while also focussing on resource allocation and cost controls.

The Results

With our comprehensive approach and plan, Renovate America was able to refocus and realign the company with their goals. The emphasis on employees led to greater retention, and in just 6 months their business had grown substantially. The cost-effective measures we implemented helped profits soar once again, and they are projecting even more growth for the coming year. Sometimes a comprehensive shakeup is needed because it allows for renewed focus on goals and results. Renovate America is a perfect example of when this approach worked best.

"Jennifer's services are a valuable addition to any organization. The process she has developed is methodical, organized and creative. Throughout our professional relationship Jennifer has continually shown a passion for business through her thorough development and implementation of business growth initiatives. Her knowledge of our operations and proficiency in execution of the plan far exceeds expectation. To put it simply, Jennifer completely turned our business around. Before working with Jennifer we relied exclusively on our team, and that wasn't always easy or cost effective to do. Jennifer set us up with a system that allowed us to constantly improve our business without having to slow production. The approach was efficient and effective, and it has helped our business grow substantially in just 6 months, and I'm expecting that to climb even higher by the end of the year. Business is better than ever before that we've



had to add staff to support the growth. A huge thanks to Jennifer and I am looking forward to a continued business relationship with her.”

- Donovan S., Regional Director, Consumer Lending at Renovate America