

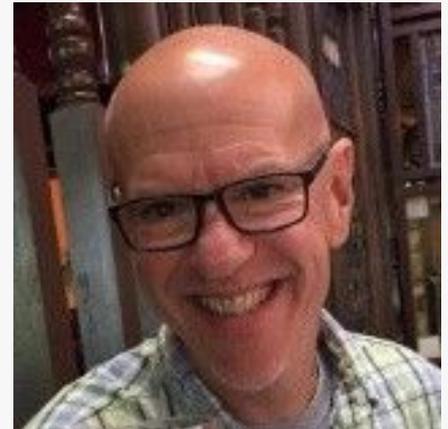
# Case Study: Bolster

Paul Sathis, Founder



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Brittany: Ok. We are here with Paul Sathis and he is going to tell us a little bit about his experience with communications edge. Hi, Paul.

Paul: Hey, how's it going Brittany.

Brittany: Good. **When you decided to consider working with Jeff what were the one or two factors that would have prevented you from investing?**

Paul: I think at the time Jeff was doing two different things. So if it had stayed focused on blogging and social media that wasn't my cup of tea. Thankfully he was transitioning to what is doing now... which is helping get conversations started with mostly b2b end users. Now it's obvious that's what he's doing most of the time. He was able to give me guidance... and the advice he was able to share, once I was on the right track, were exactly what I needed. There was hesitancy at first but that's in the past.

Brittany: **What did you find as a result in investing?**

Paul: I've had pretty good results. I'll couch that by saying the end customer I reach out to using Jeff's advice is one of the toughest customers to reach out to. I know everyone feels

that way... but my ideal end user is a Vice President of Marketing or Marketing Operations at a name brand company that you've heard of. So you can imagine what their inbox looks like... or what their voicemail sounds like... it's pretty bad. I have a tough customer and Jeff's been effective at starting conversations with that type of customer.

Brittany: I can imagine. I bet they have quite the gatekeepers at companies like that.

Paul: Absolutely.

Brittany: **What specific part about working with Jeff did you like most of all?**

Paul: In both what he creates (because that's the most important part) but also his personality when he's conducting a workshop. He makes the challenge extremely real. If you look at other people who I've stumbled upon online... you end up looking at what they produce and how they sound... and it just seems so obviously part of a circus act. If they were doing so well with those techniques then they'd probably be doing that full time. And making more money as a high end sales person.

So when you look at Jeff... you realize he's got the experience of doing this but he puts it on a very honest, real level. He's not trying to sell you that he's got the magic formula like the other folks are. He's telling you we're all going to stumble through this at the same time... and you'll end up learning a lot in that journey. So it's just very real.

Brittany: That was one of my favorite parts when I came to work here too...

Paul: Signing up as a member -- where you can participate with others is key. That's where that honesty and real world technique really kicks in from Jeff. So you're not just signing up for a machine you're getting Jeff himself. Nice to meet you Brittany.

Brittany: Nice to meet you to... take care, bye.