

CERTIFIED EOS IMPLEMENTER® CASE STUDY

An AssistPro® Executive Assistant helps a busy Certified EOS Implementer® more than double his practice in only 6 months!



INTRODUCTION

After multiple business ventures had drained his time and energy, Byron found himself in search of an opportunity where he could support others with their businesses, without it consuming all aspects of his life. A friend lent him a copy of *Traction*®, a book by Gino Wickman, Founder of EOS®. He quickly fell in love with the EOS Process® and began taking steps to live his best EOS Life®.

Byron graduated from Professional Implementer Boot Camp® in late 2020, and after a year, his practice, Higher Element, had grown to 6 clients. Byron knew that he wanted to continue to grow while still being able to focus on his clients and sessions. He quickly realized that he would need support so that the logistics and administrative elements of the business wouldn't suffer.

THE CHALLENGE

Byron knew he wanted to continue to expand his practice, cultivate relationships, and help more business leaders improve their company operations and their lives, and he needed help to do so. But what did that look like for his practice?

RETURN ON INTEREST

60% INCREASE IN CLIENT CONVERSIONS

2.5x PRACTICE GROWTH IN ONE YEAR



BYRON ATTRIDGE

Certified EOS Implementer®
Higher Element

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Somebody who runs their own practice, until they get full, has lost an untold number of prospective clients.

Byron wanted to focus his time and energy on these three things:

- ▶ **Client Sessions**
- ▶ **Classes and Training**
- ▶ **Meeting People Who He Could Help**

"Understand the type of help you need."

To focus on these three core functions, Byron wanted someone familiar with EOS, who would not only help with administrative logistics but a team member who wanted to continue to grow with the business. This person would effectively manage the practice as well as manage Byron.

OBSTACLES

Staying ahead of the growth curve of his practice was crucial for Byron. He had already experienced the trials of a successful business that deteriorated his work-life balance, and he wasn't willing to go down that path again. Helping people is at his core, and he knew that the ceiling for Higher Element should not be limited to six clients.

Byron did his due diligence and held meetings with three different virtual assistant agencies, including AssistPro. While each agency held its own appeal, Byron's conclusion to invest in AssistPro's services came down to three deciding factors:

- **AssistPro, Running on EOS™, could provide him with an assistant who had EOS experience.**
- **The matching process would ensure a Right-Fit Assistant™.**
- **The assistant he matched with could grow with his practice and eventually become his Integrator™.**

THE PROCESS

With an in-depth matching process, Byron was confident that AssistPro would be able to match him with a skilled executive assistant that would work well with the processes he already had in place. His hope was that the right assistant would also help improve these processes to meet the needs of his business as it continued to grow. He knew his long-term goal was that the AssistPro assistant would eventually become his Integrator™.

Byron knew instantly in his first interview with Anna, that she was the missing piece to his business' puzzle. They quickly identified that they were aligned in their values and their individual roles within the practice.

THE RESULT

Once matched, Byron and Anna quickly put processes in place to give Byron his time back. He was amazed at how much space was created just not having to tackle all of the administrative tasks that would cause a sense of clutter; such as emails and scheduling on his calendar.

One of the most impactful processes that they established, in the beginning, was a warm lead process. Before Anna, if any warm leads were to come through Byron's email while he was in session, it could be hours before he would be able to respond.

RUN A BETTER BUSINESS! LIVE A BETTER LIFE!

They quickly set a notification system in place so that Anna would be notified if any warm leads came through and provide an immediate response with times Byron would be available to meet with them. With this system in place, his client conversions skyrocketed and the practice doubled in only three weeks!

WORDS OF ADVICE

"Understand that having help is going to allow you and your business to grow, but it is important to understand whether you need an assistant or an Integrator."

If you need support to take some of the daily pressure off, your email and calendar managed by your assistant is a great start and will give you tremendous amounts of time back. Byron's strategy was to not only focus on the support he needed now but to really envision where he wanted his practice to go, how it would get there, and who was going to help him manage it.



"Start early and start often!"

Let us help you create a process that grows your practice more quickly and allows you to live your best EOS Life®.

Find your Right-Fit Assistant™ today!

[Schedule a Discovery Call](#)