

A Successful Business Leader Built a Brand to Pass On What His Mentors Taught Him

CLIENT STORY SUMMARY

From One Coaching Calendar to a Brand That Reaches More People

CHALLENGE This brand launch case study starts with a promise: Jim wanted to pass on what he had learned from his mentors. After building a successful network of car dealerships, he became a coach. Coaching was the only way to work with him, he wanted to serve more people, and his team rated its own marketing a 1 out of 10.

SOLUTION We helped Jim step into a new identity, from car dealer to coach. The brand launch brought his growth plan, REthinkU name, messaging, website and an online course together so more people could learn from him.

RESULT REthinkU opened new ways in, from group calls to one-on-one coaching and a podcast. More than 3,000 people have been impacted. Steve Gardiner has opened his own insurance practice, and Rob Hoffman now leads acquisition for North America.

RESULTS

3,000+

people impacted through REthinkU, the podcast and coaching

AUDIENCE SERVED
Coaching & Personal Development

SERVICES PROVIDED
Growth Plan (Clearsound Suite) · Brand Identity · Messaging · Website · REthinkU Course Video · Photography · Podcast Editing

WHERE IT STARTED
An Introduction Through Chuck Bolena

WORKING TOGETHER SINCE
2019

> "One very important person at a time. That's what it's about."
>
> Jim Shorkey · Results From Thinking

"

WORKING TOGETHER

We mapped out a plan, and we followed the plan."

Jim Shorkey · on working with Clearsound

NEXT STEP

Ready to Share What You Know?

Start with one conversation about what you want to build and who you want to help.

Start the Conversation →

Or call 724.674.8355