

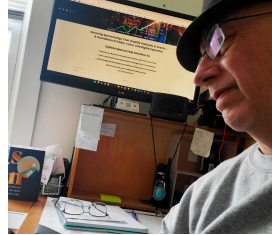
Branded Pivot Case Study

The Passion for my Business was gone. I was busy, with little results, and I was burned out.

SPECIFICALLY, I WAS WORKING ALL THE TIME WITH LITTLE SALES AND TOO MANY TASK STEPS PER PROJECT, also:

1. Low Potential Client Interaction
2. No Business Development Pipeline Growth
3. No ROI from Marketing Spend/Effort
4. No Process

I knew I wanted more, and a change.



The Solution:

I hired [In Focus Brands](#) to assess my company. Their unique brand strategies, business development models and solution systems were deployed into my current business.

From working alongside me, they crafted a game plan that I would never have thought of and gave me all I wanted.

What I experienced with the In Focus Brands Team and their partners was a culture and style that I had never seen before. They don't just tell you what needs to be done to get your business where you want it, they simplify, build and work with you to make it a reality.

Shockingly, they test in market alongside you to make sure it is right.

In Focus Brands helped me realize my true passion, resulting in a pivot that took the media creation and sales I really loved and focused it in a whole new direction.

The Results: Increase in Revenue and a New Business

After the In Focus Brands driven pivot, Chris Jones Media saw an 80% increase in client acquisition. The reason for this is the adoption of a clear process with clear offerings tied to activity and metrics.

- 75% increase in sales • 80% increase in followers • 290% increase in website visits
- 50% uptick in Inbound business leads • 30% revenue increase.

Chris Jones Media is now a Sponsorship Agency handling Event and Media Sponsorships – providing branded content to you as a sponsor, as well as business development for your company or organization. The pivot tied all my passions into my company, so it is easier to be truly genuine and driven.

Put these systems to work for you as a sponsor and get Active Sales Systems built for your company.

**Email Chris Jones to get started
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