



Colin

How Colin brought clarity to Rob Cressy's vision and delivered business-changing results



Rob Cressy

Creator, entrepreneur, coach, and speaker. Rob is the founder of Bacon Sports, a content studio that specialises in fan engagement and content creation. An expert in brand building, personal development and growth. Rob also coaches thought leaders to launch and produce their own podcasts.

“Working with Colin is amazing. It delivers results, it delivers growth, it will make your business better. He's awesome to talk with and working with him is the no brainer of the century!”

Frustrated by marketing funnels and time constraints, Rob's search for a solution led him to Colin

Rob was successful at gaining clients through referrals, but for a sustainable and growing business, he knew he needed to do more.

With a successful podcast course ready to help aspiring thought leaders create and launch their podcasts, Rob knew he needed to increase leads and conversions. He needed to create a marketing funnel to help him showcase the true value of his course.

“The biggest frustration I had was not knowing what to do when it came to building a marketing funnel system. Is it hard to create one email? No. Is it hard to create 30 emails that interconnect with each other, with web pages, videos, content and everything in between? Yeah, it's more complex. Even if I could figure it out, I'm running a business and doing a lot of other things. I didn't want to figure it out.” Rob Cressy

Rob needed a guide, someone who understood what he wanted to achieve, help him create the frameworks he needed, and who would create certainty so Rob could confidently take action.

Finding Colin was a pivotal moment for Rob. He knew he had found a like-minded creator who would help and inspire him to push further. Colin quickly proved he could offer Rob so much more than just building a funnel.

The marketing support and vision that inspired a whole new business

Rob and Colin's work together became much larger than creating funnels. Marketing funnels grew into building a business system. In the process of working with Colin, Rob launched his personal brand website, robressy.com, investing in and building a new system to launch his podcast courses.

“Colin is supportive of my vision. We've gotten so much bigger than what we originally intended, even though it's all still aligned with what we're doing. I could have paid anyone to create a funnel and automated email sequence, but with Colin, I get so much more. I get a coach, I get an accountability partner, as well as the marketing knowledge he brings.” Rob Cressy

Rob's weekly calls with Colin provide him with clarity and direction, setting them both clear tasks and actions. Rob can now focus on what he needs to do, while having confidence in Colin to support him with his expertise in marketing.

“I truly think of Colin as one of my team members. Yes, he's a coach, and yes, we're working together. But he's an invaluable member of my team, because he has a skill set that I don't, I am outsourcing that part of my business and it's lifted a huge weight off my shoulders, giving me time for what I'm good at.” Rob Cressy

No more spinning plates, now it's action, growth, and success

Uncertainty leads to inaction, and Colin has solved Rob's greatest challenge by finding focus and clarity on what he needs to do. With a clear vision Rob is no longer spinning plates trying to master funnels. He lives in action, and thanks to Colin it's targeted in the right direction.

Continually delivering creative guidance and building assets and systems, Colin has paved the way for Rob's long-term success.

Working together, Rob has:

- Found laser-focus clarity and structure to his vision
- Celebrated his most profitable month ever
- Built a new website quickly growing to 400-700 unique visits per month within the first 3 months
- Created marketing automation systems to drive new sales

“Working with Colin has been fantastic and I feel so passionate about that. Colin is an awesome person who has truly helped me deliver growth in my business. I wanted a system there to support me. So I could do more of what I love to do. So I could help more people. So I could create more. And I get all that and more working with Colin.” Rob Cressy

**Want to find clarity and direction for your business?
Let's get on a strategy call to see if we are a good fit to work
together >**

<https://colinScotland.com/apply>