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Shelley, I know you participated in a Marketing Action Group. What were some of the marketing challenges you were facing at that time?

I knew how important it was to have a website but it was just overwhelming. I knew I needed the accountability and support to get it done. I had a local practice off line but wanted to expand my reach nationally and internationally so I needed a website.

I started Life Purpose Mentoring Programs and in some ways those were modeled after the MAG group I was involved with. Some of the elements I learned from that were so effective for me. I realized how much I had gained from the power of a group and that type of structure. The support and accountability in a group setting are just so key in helping people move forward.

I was going to talk about this a bit later, but since we are touching on it I am wondering if you had any reservations about joining a Marketing Action Group? I know a lot of people might be concerned a group structure might not be as effective. What was your experience?

I liked the group format. There was still individual feedback, but getting the feedback from other people in the class and hearing how they were working through things was very powerful for me. There was a richness in that where things were multiplied by all the people and the all the experience they bring. It was very powerful and very helpful for me.

I think the process of writing your website is a great exercise because it allows you to have to think about your business and what you have to offer.

I am so glad to hear you say that because the process of writing the copy for my website helped me become clear about what I do. Before that I was just out there doing my thing. It helped me see the value of what I am offering people. Lots of things came from that process. It helped me clarify exactly what I am offering and being able to communicate that clearly to other people. It was so valuable in the development of my business.

The "About Me" section of my website is very personal and has allowed people to really connect with me. It's a little out of the box for people in my field, but it has really been positive. That's another thing I got out of the group and that was I needed to be more personal so people could connect with me. That was really helpful.

What kind of difference has having your website completed made to your business?

It's night and day. It has really moved me in the direction I wanted to go in expanding my practice nationally and internationally. The possibility of developing the Life Purpose Mentoring Program came from having the website. It provided me a method to connect with people and keep that connection. It gave me the opportunity to have ongoing dialogue with them and a way of communicating with them that I did not have before. I now have an e-mail list of over 500 people and a conversion rate for my free workbook of 18-20%.

Although you learned a lot about marketing in your group, it sounds like getting your website up and running has totally changed your business.

It has. I am just so grateful that I took the class. I could still be sitting here now without a website! It was such a good decision to take the class and get the support. When I was coming up with my marketing materials for my website, hearing feedback from a variety of people was helpful. It helped me have the accountability to put together my website and move forward with confidence

I understand your income has increased by 40% and you are close to making six-figures this year. That's a pretty big deal. Is it fair to say much of that is attributed to what you learned in your MAG and the marketing efforts you've been able to do as a result of that?

Yes, definitely. The wonderful thing about the significant increase in my income is that I could channel that money into the business to create new services and invest in ways to be able to reach and help even more people. That feels great.

Outside of the difference this has made to you financially, it sounds as though you gained a great deal more. What else came from this experience?

Seeing the value and power of what I am offering and seeing the possibilities of the kind of impact I can have. It crystallized in the development of my website. It was moving the business to a new level of really supporting people. My intention with the website was to really help people, to have it be a resource. I feel I have achieved that.

Connecting with people through my website and having the interaction has been huge on both a professional and personal level. One of my larger visions is to define the field of Holistic Psychotherapy. Because of my website I've had a lot of Psychotherapists contact me saying, "I want to develop a practice like yours." So I have been able to start coaching other therapists on how to develop a successful Holistic Psychotherapy practice. That has been another amazing thing that has happened as well.

In marketing we sometimes want to look for all the bells and whistles, but Robert's materials are pretty basic and simple. I'm curious from your standpoint how you feel about this approach.

I do like that it is more grounded. And like you said, particularly with online marketing there can be so many bells and whistles it can really get people distracted. I've found in other programs they can run around in circles. I like that Robert has those foundational principles and that if you stick with them it will lead to success. There is something really solid about the principles he teaches. Just following the steps and staying focused on them will definitely expand your business.

Is there anything else you would like people to know about Robert Middleton and Action Plan Marketing?

The mindset stuff was very helpful. What I liked about that was Robert put it on the table. So often in other marketing programs it is not put on the table. It is happening for people – those blocks – but people aren't talking about it. It was so nice he addressed that specifically and included that in the program. That helped me move through some of the blocks and fears that were keeping me from taking that next step.

It was the perfect program and the right information at the right time for me. I am really grateful for that and am glad to share my appreciation.