



Learn to Scale

TRANSFORMING A PANDEMIC BUSINESS INTO A SCALING BUSINESS

A CASE STUDY WITH



ARTLY WORKING



The Challenge:

Selling Virtual Improv In a Post-Pandemic World

Artly Working got an unusual running start as a pandemic business. Firstly, Founder David Klasko had a large network of out-of-work improv actors eager to deliver virtual improv sessions to companies. Secondly, during the early days of the pandemic, companies were hungry for remote-friendly team building. And finally, thanks to some early press as a featured small business by Zoom, his initial bookings were off the charts and organizations kept coming back for more.

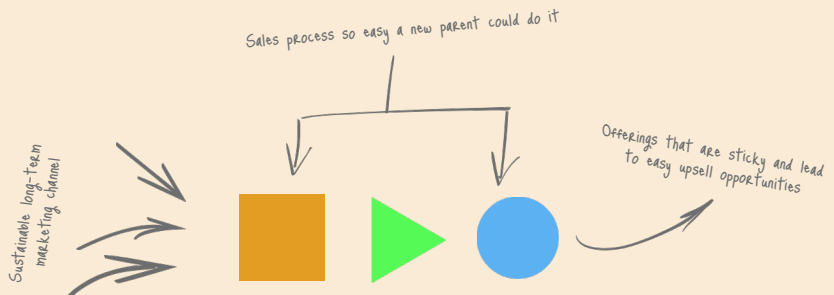


However, in the winter of 2022, David knew that if his business was going to grow, it needed to evolve its sales and marketing so his early jump-start didn't stall out. Not only were in-person experiences and copycat providers a growing competitive threat, but Artly Working didn't have a process to continually generate buzz and close new business. Compounding this challenge, David's daughter was born in December of 2021 and his time was consumed by childcare.

David needed to turn Artly Working into a simple-but-effective revenue machine.

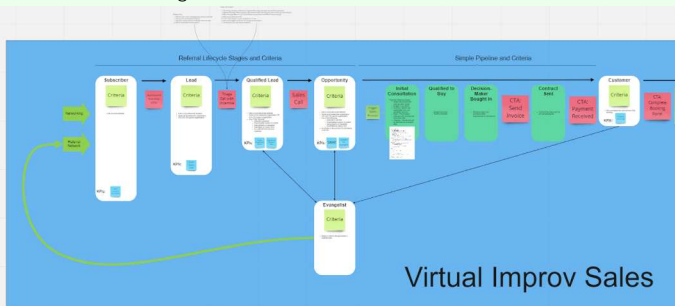
The Assignment:

Learn to Scale was brought in to formalize Artly Working's sales funnel, core marketing channel, and offerings. David was also interested in how Learn to Scale could invest business best-practices into his fledgling business so that he could manage his workflow, team, and book of business efficiently as a small business owner with a newborn in the family.



Action:

In the first two months of Learn to Scale's engagement, Artyl Working's CRM of choice (Hubspot) was cleansed, organized, and simplified. Learn to Scale defined a preliminary customer journey, consolidated operations around one sales funnel, and started creating resources for Artyl Working to consistently start marketing through a single channel: networking.



Out of this process, a critical visual whiteboard was created and nurtured throughout the engagement. This whiteboard was instrumental in answering Artyl Working's core question: **how do I identify and prioritize important business activities?**

Impact:

Learn to Scale and Artyl Working were able to clarify a simple and resilient go-to-market strategy that increased quarterly sales over 178%. More importantly, Artyl Working closed 10 new logos in Q3, diversifying their customer base and providing long-term revenue opportunities through a refined business model that made upselling existing customers a key revenue driver. Learn to Scale also found cost-savings by downgrading superfluous infrastructure fees, saving Artyl Working \$3.3K in annual maintenance.

Through biweekly calls, David was able to have a trusted advisor to provide feedback on his ideas and questions. One of David's strongest pieces of feedback was his relief in having someone keep him on track, keeping him focused on his long-term goals, and guiding him around pitfalls, especially after long nights of childcare.

Artyl Working also obtained business best-practices in writing and/or embedded into its workflow: Learn to Scale created sales scripts, email templates, strategy presentations, step-by-step sales documentation, CRM dashboards, and long-term strategic recommendations to capitalize on the new momentum.



"I feel like I took a grad course in sales and marketing, but completely tailored to my business! LTS makes things simple, clear, and even fun in a way that has helped the business side of Artyl Working feel robust, reliable, and ready for anything."

David Klasko, CEO of Artyl Working



About Learn to Scale

Our mission is to enable you to cultivate and grow a business that you, your team, and your customers love.

Learn to Scale is a consulting firm that improves how leaders strategize and execute growth. Because we integrate **leadership development** with **business consulting**, we are competitively priced and deliver relevant insights packaged in a delightfully easy-to-learn manner built specifically for your organization.

We make clear recommendations, ensure everyone understands what's going on, and teach repeatable data-driven processes that will **grow your organization's bottom line, all while elevating its unique culture.**

Our secret sauce is **you**. Your needs, your goals, and your teammates are integrated into our solutions in order for Learn to Scale to work ourselves out of a job.

We truly want you to learn to scale.

[Set up a free consultation](#)