



Chelsie Ward Uses Keap CRM to Streamline Her Services and Triple Her Sales.

How Automation Created a Lucrative Business with Minimal Manual Work to Manage Clients.



"I have doubled my income every year I have been in business."

Key Achievements

- Chelsie has more time to focus on helping her clients and less time on administrative tasks.
- Thanks to automating her workflow she has doubled her income every year in business.
- Chelsie has the foundation and structure to have a lucrative health practitioner business.
- Incrementally increases prices and 3x her sales in her second year of business

The Business

Chelsie Ward is an Ordained Minister with Joan Hunter Ministries, Registered Nurse, and Functional Diagnostic Nutrition Practitioner.

She left the corporate health care world to start her own practice where she hoped to help people on a deeper level. She focuses on wholeness- spirit, soul, and body.

Chelsie believes in the power of supernatural healing and the importance of stewardship over the body as a resource given by God. Coaching others to experience this same freedom is what she lives for!




Chelsie Ward
Happy · Healthy · Whole

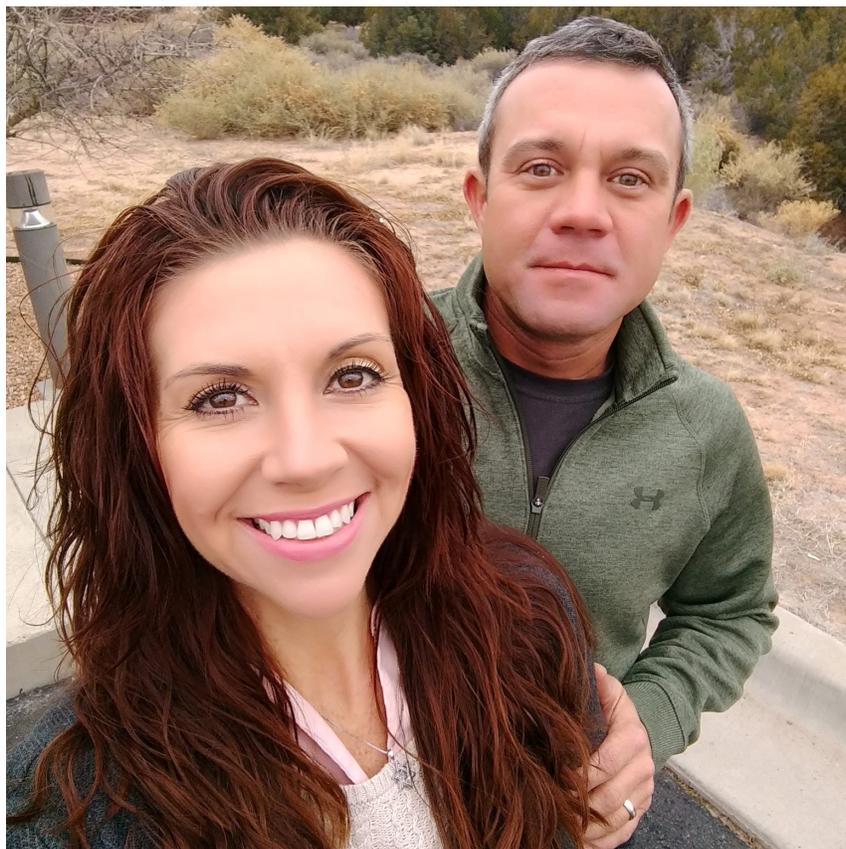
The Problem

Once Chelsie published her book and started getting clients she was manually onboarding and billing all of her clients. She would copy and paste emails and had the challenge of keeping track of where clients were in the process and when she needed to bill them.

This took up a lot of the time that she wanted to spend building her business. Chelsie realized she needed a system to support her clients and reduce the time she spent doing everything manually.

She thought, "If I just have the foundation I can do this."

After listening and relistening to a webinar where Michelle discussed using the Keap CRM to manage a health practice, she thought, "This is the whole foundation. It is everything I need and I can really excel with this program. "



The Work

Using Keap CRM, Chelsie mapped out her ideal customer fulfillment process and began the work of automating every step possible.

In a coaching environment, there is a lot of content being passed between the coach and the client and this is where a lot of the bottlenecks happen.

We customized and implemented our strategy to use tasks to drive internal processes and forms for clients to submit documents. This enabled us to create reminders and drive people to the next step in their journey through automation.

By having the system track a client's progress we freed Chelsie up ...

- to only work with people who are "ready"
- to have more time to acquire more clients
- to give her clients a "hands-on experience" while Chelsie spends time with her friends and family

The Results

3X more money

By upselling clients from individual sessions into a maintenance membership we were able to generate recurring revenue resulting in a 200% increase in sales the past 2 years.

Never miss a pay day

By automating client onboarding, payments, and creating an online program, Chelsie generated enough income to pay herself every month.

Time for what matters

By automating the repetitive steps of the fulfillment process, Chelsie is able to spend more time supporting her clients and creating content to help them live healthy and free.

Chelsie is thriving and has a successful health practice!!



Virtual Work Wife

Founded in 2005 by Michelle Bell, The Virtual Work Wife Team has come a long way from its beginnings in San Diego.

When Michelle first started out, her passion for spending time with her family and not giving all her time to "the man" drove her to quit her corporate job and start her own business built on a strong foundation of family-first.

We are proud to say we can help give you your freedom back. Freedom to spend time with your family, freedom to travel, or to start another business!

We serve customers all over the world and are thrilled that we are able to turn our passion into your success!

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