

From Hot Mess to Stress-Free Marketing Success: How Sally Fixed a Consultant's Chaotic Email List.



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Helping teams navigate different personalities and communication styles in the workplace so they collaborate better.

The Challenge:

A nearly useless client email list in utter shambles and the last thing she wanted to face.

“It's the job you know you have to do, then you end up doing nothing because it overwhelms you so much. So you stay stuck, frustrated, worried and not being able to market your business and help people.”

Like so many entrepreneurs, Philippa's Hubspot CRM wasn't set up properly. For every email that landed in her inbox, a random contact was created. This mess got bigger with every you-got-mail ding. But worse, it held her back from promoting her business.

Out of 500 people on her list, only a tiny percentage were receiving her newsletter. She had “no clue” who had consented and whom she could contact. *“I didn't know any of that information and I kept thinking how can I market to and help these people?”*

Whenever she considered sending a campaign, a quiz, or a welcome, she had to put it aside. Philippa was scared she'd break the legal consent laws. Despite this frustration and stress, she left it boiling over on the back burner.

Fixing her CRM was

- the job she didn't want to do
- the job that sucked all her joy
- the job that messed with her head
- the job that she couldn't get wrong
- the job she didn't have time for

People would say “Do it yourself,” but she knew it wouldn't work. She dreaded it. Eventually, the angst of being stuck with an untouchable list pushed her to act. Philippa needed to promote her business and stop wasting opportunities.



The Solution:

SavvySally, a safe pair of hands that took over and made the process ridiculously easy.

When Philippa met Sally at a networking event and told her about her email list struggles, something clicked. She felt comfortable Sally would do her best for her and wouldn't treat her as a number. Philippa valued an organised list, but finding the right person mattered more.

Giving someone the password to her list was a big responsibility. It was like handing over the keys to her house and she needed that level of trust. Actually, Philippa didn't realise just how important it was to her to feel secure with the person until Sally took over.

“*When I handed over the CRM to her I felt a huge sense of relief that it was finally going to get done. And I felt safe that I didn't have to think about it anymore. I felt peace of mind.*”

The cherry on top was how easy the process was. Philippa gave her access and Sally did her thing. Not only did Sally deliver but she talked Philippa through everything. The list was organised and segmented, so Philippa would never be stuck in that nightmare situation again.

The Results:

A meticulously organised, ready-to-use and more engaged email list that increased her visibility and sales.

The difference was noticeable immediately. At first glance, Philippa could see filters for email contacts. Her newsletter numbers grew because the system added the missing people from her list. And the CRM numbers went down in a good way – there wasn't “rubbish on it anymore”.

Now, Philippa had a HubSpot CRM that organised her contacts by whom to email and why. Finally she could do email marketing without invading anyone's privacy or the worry of a lawsuit.

“I know exactly who I can strategically target for different things.”

Before Sally's service, Philippa was stuck and stressed. Now, she has more opportunity, visibility and growth from serving the people in her database. Even more important than clarity and an organised list system is the relief, safety and confidence she feels.



“*Sally's service saved me time, gave me peace of mind and removed my frustration. I would have lost so much time, joy and opportunity.*”

Stuck with a chaotic, unusable email list and no idea how to fix it?

SavvySally turns business chaos into calm.
Book your discovery call now and find peace of mind—just like Philippa did. →

