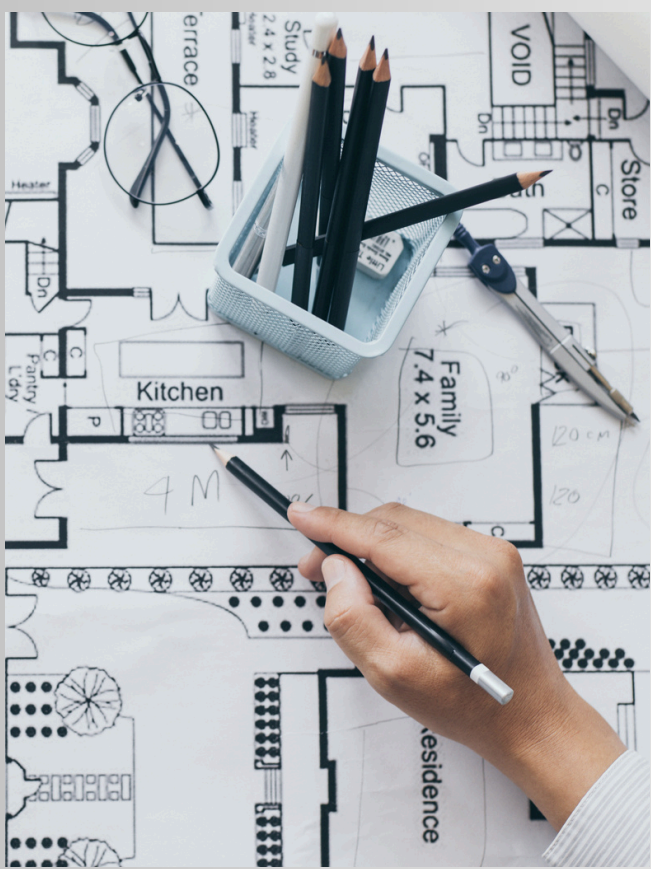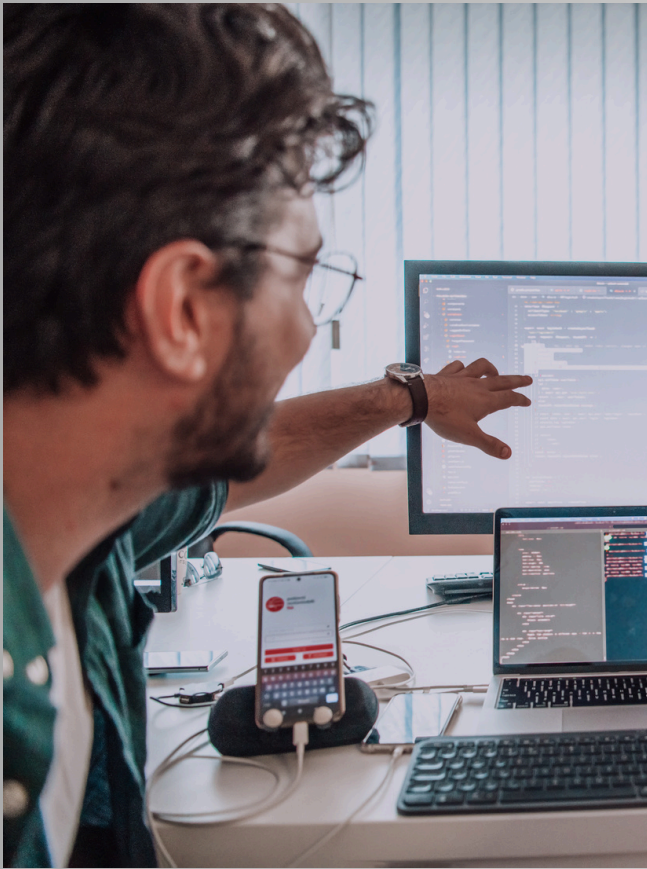# Engineer Builds Path To Success With Thinkific ✣

HARD-WORKING MAN LAUNCHES LUCRATIVE BUSINESSES USING ALL-IN-ONE PLATFORM

Gonzalo Jimenez's dream of launching a consulting business involved exploring SaaS platforms that could provide both marketing capabilities and growth options for the future.

After hours of research, Gonzalo focused on Thinkific

He saw the potential for his new business to develop using the power of Thinkific's platform and quickly joined the site eager to get started.

After testing Thinkific's features, Gonzalo was amazed at how easy it was to create complex sales funnels and automations for his new marketing campaigns.

"You can achieve the same goal in different ways and choose what works best for you.There was no right or wrong way to go about it. This was an entirely different approach from my engineering background that depended on precision and accuracy. I soon realized client perspective was the key to being able to find success with my new business."

"Thinkific allowed me to create without following someone else's path or ideas."

Gonzalo enjoyed building marketing assets inside Thinkific and his business developed from there. He then noticed some people needed his help setting up their own sales funnels. That was a lightbulb moment and he jumped at the chance to assist them.

After receiving positive feedback Gonzalo was able to charge for his services. This new business grew quickly.

He was then able to launch – **We Build Funnels: https://www.webuildfunnels.pro** and created the business he'd always dreamed of.

Gonzalo had become his own boss making good money, while spending more time with his family. He was finally making a living doing something he loved to do.

"That's how it all started. From there new clients just kept coming. Here I am 5+ years later, an entrepreneur with an in-demand business building sales funnels for people using the power of Thinkific."

Gonzalo loves creating sales funnels and pre-set automations with ease inside Thinkific. He's even using the advanced 'branch logic' that Thinkific is known for.

You can customize branch pathways inside Thinkific to move sales leads to where they can benefit most. Whether it's to purchase your products or teaching them more about your product benefits benefits until they're ready to buy.

When a sales lead takes certain actions, Thinkific's automations can be pre-set to respond and move the lead in a specific direction within your sales funnel.

"My engineer process wants to do things a certain way, but that doesn't work in business. That's because every sales lead responds differently within a sales funnel."

"Thinkific has so many ways to do things. It allows users to explore and try new options. I've learned I can achieve the same goals in different ways, which is what I love the most."

One of Gonzalo's favorite Thinkific features is the ability to have everything integrated inside the platform so that everything responds to everything else.

**"One business and marketing platform is all I needed.
That's why I'm staying with Thinkific."**

"I don't have one favorite Thinkific feature, it's the whole platform. The full system and ability to set up automations are exceptional. You can create an automation when doing a sequence or an email inside of a sequence. Every point inside your sales funnel can be automated. It's so easy and effective to use."

Helping his clients is what matters most to Gonzalo. He's been able to use Thinkific to create sophisticated campaigns like auto-play webinars, along with advanced automations and tagging options for analytics info.

Based on the actions your leads take, you can reach them at multiple stages throughout a sales funnel depending on their responses. If they watched your webinar, you'll know how long they watched and whether they stayed until the end and made a purchase. With Thinkific email, you can find out whether they opened your emails, clicked a link, or requested additional Information.

**Lead generation automations are built into Thinkific,
so you can literally do business in your sleep**

"I've talked to people using other software systems who are having a hard time receiving payments form their customers. That's never an issue with Thinkific because you have everything you need all in one place." – Gonzalo Jimenez

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