

NICOLE WALTERS

1K1DAY

How \$1K1Day Helped SAM Simplified Nutrition Earn More in One Quarter than the Entire Previous Year

CASE STUDY



“\$1K1Day was like dynamite under me. It changed my mindset from having only one income to multiple incomes, endless possibilities. Now I’m selling as I’m sleeping!”



Samantha Cruz,
Founder & CEO, SAM Simplified Nutrition



The Client

SAM Simplified Nutrition



INDUSTRY
Health & Life
Strategist



LOCATION
Northern New
Jersey, USA

300%

more revenue in
Q1-2020 vs all of 2019

5x

revenue forecast for
2020

What Samantha Learned:

- How to diversify her income into multiple streams
- How to create communities to connect her with clients
- How to use her talent to inspire others to succeed

In 2015, Samantha Cruz embarked on reclaiming her own health after a doctor warned of dire consequences. She soon left her corporate project manager job to inspire others with her own motivational health and fitness coaching business.

The Challenge

Feeling stuck, not reaching enough clients

After four years of running her own business, Samantha was doing fine — but she felt stuck. She was plenty busy, but her days seemed very repetitive. She didn't have the time to truly connect with her clients, which had been her favorite part of consulting.

Plus, Samantha couldn't help thinking that she could be doing more to reach potential clients. There were many moms who could use her coaching services to focus on improving their health, but she didn't know how to reach them. And she wondered if she could go beyond health and fitness to help other women succeed with their own businesses.

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“I wasn't really getting anywhere. I was doing the repetitive thing every single day and not loving it, not creating connections with customers like I wanted. I saw a need in my own community — how could I fill that void and put coins on my own table?”

The Solution

A supportive community that inspires Samantha to aim higher

Many of Samantha’s friends and clients told her she was very inspiring. But she needed some inspiration of her own. She also wanted strategies to do more of the community-building she enjoyed — and translate those communities into income.

The \$1K1Day Academy proved to be the perfect solution.



The step-by-step \$1K1Day program taught Samantha how to improve her business’s foundation and build a comprehensive business plan that includes multiple income streams. The \$1K1Day course “lit dynamite” under Samantha and inspired her to create several new offerings that bring in new revenue: an online community, a suite of planners and calendars, a live event, and even a book.

Meanwhile, Samantha connected with a group of fellow entrepreneurs who supported her progress and cheered her on. The \$1K1Day Richfriend community embraced her fully, including several entrepreneurs making six figures who were happy to share their expertise and help her brainstorm.

By learning how to think about her community’s short- and long-term needs, Samantha was able to serve them in new ways — and earn additional income even as she slept.

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“You’ve got so much talent within these groups that it’s mind-blowing. The networking alone is huge. There is nothing out there that I have seen that allows you to not only have this connection with women in different businesses with different ideas and different talents — both as sisters and business partners.”

The Result

**More revenue, more income streams,
more support**

\$1K1Day helped Samantha increase her income dramatically. In fact, she earned more in Q1 of 2020 than in all of 2019. She is forecasting her total 2020 earnings to be five times greater than 2019.



Fellow entrepreneurs in the \$1K1Day Richfriend community continue to meet regularly to help Samantha think outside the box. One brainstorm led to a half-day event that blended her motivational talks with a live workout and meal plan sampling. Within an hour of announcing the event, she brought in \$1,200 in registrations. More than 100 people signed up in the first two days.

Similarly, when the COVID-19 pandemic began, Samantha pivoted to offer business coaching. She loves making new connections and helping small businesses stay afloat — and inspiring others to succeed.

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“To really grow your business, you need to stay surrounded with women who have the same mindset. The woman who’s making six figures is coming back to pick up all the girls that still need that big push. Nobody’s left behind in the \$1K1Day Richfriend community. Everybody has truly connected with each other.”

**Branch out beyond a single
income stream. Get the support
you need to grow your business.**

Learn how to make your business more
profitable with \$1K1Day.

Get Started →