



# OneCoach Success Story

*Competing manufacturers struggle with 30-60% sales decrease while OneCoach client Lee Hinsley increases sales by 340%.*



**Lee Hinsley**  
Owner, Global Plastic Sheeting

Lee Hinsley has been a OneCoach client since June 2008. He owns Global Plastic Sheeting Inc., a flexible plastic sheeting/film company in Vista, California. For more information on Global Plastic Sheeting Inc., you can visit [www.globalplasticsheeting.com](http://www.globalplasticsheeting.com).

**1) Please give us a snapshot of where your company was before you joined OneCoach.**

Our six month old company had sales just over \$250,000 for the year, and we were struggling to sell our plastic sheeting and related goods in the construction, shipbuilding/repair, and automotive marketplaces, all of which were depressed because of the economy.

**2) What were the main problems/issues confronting you before joining OneCoach?**

Our main problems were cash flow and not enough customers. I didn't understand Web 2.0 and wanted to learn more about that type of thing. I was interested in having a mastermind type of experience where you can have a group of people that get together and talk about things and bounce ideas off of each other. It's a trend in business climate, and I wanted to stay well-versed in that.

**3) What changes/results do you attribute to your OneCoach participation?**

The conferences have been great. The speakers that they've had are unbelievable. The one-on-one coaching has been amazing. We've received a lot from the Millionaire Mastermind Group and the people that we've met from there. Plus, we've received a tremendous amount of support from our business advisor, Matt Morea. He's a really great person to work with. Overall, the biggest thing is all of the access to the information and help to be able to stay ahead of the competition. There is so much depth of information and great ideas that are available with the people at OneCoach.

**4) Can you give us a tangible measurement of the results you have accomplished with OneCoach? What were your revenues before OneCoach? What are they now?**

We finished last year with sales of over \$1.1 million (that's a 340% increase in sales compared to first 6 months). I set a goal for the company (with half as many workers as we had last year, only 4 of us now) to make it to \$900,000 in sales in the first two quarters of 2009. We made it to \$936,322 on June 30th in billed and shipped goods. Within days after that, we broke the \$1,000,000 mark, and I think we're going to have our biggest month ever this month (depending on whether or not a couple of very large orders make it out of our plants by the end of the month or not).

Either way, our growth has been pretty stellar, especially since all of our competitors are reporting sales decreases from 30-60% compared to 2 years ago. Many of our competitors have closed their doors during the period we have been building our business. Our goal for 2009 is now \$3,000,000, for 2010, it's \$6,000,000.

**5) How have you used the program? What components have you found to be particularly valuable?**

The wealth of knowledge that is contained within all of the interviews and material on the website is just beyond anything that I think exists anywhere else on the planet. I think it's so fantastic.

My wife and I listen to the Expert Interviews and everything on the website. We've gone to several of the Mind, Marketing & Millions events and have received so much information and great networking. We also learned things that are really relevant such as social networking, Web 2.0, and ways to marketing ourselves better and effectively. We've had one-on-one coaching and joined the Millionaire Mastermind Group. We got a lot of feedback from the people there. We improved our website significantly and have been getting much better results. We've utilized the resources quite extensively and we feel like it's an amazing resource for small businesses.

I've never found any place where I can go and get the answers to all of the things I can find out at OneCoach and have them be current and relevant. They do a really great job with all of it.

**6) Can you think of any specific "aha's" from your experience in OneCoach?**

The experts being blunt in giving advice with the tough steps I needed to take in order to significantly cut down on our expenses was a big change for me. We revealed holes in our business where money was going away where money shouldn't have been spent given the economy. We analyzed things and put together a whole new plan and I instituted all of it. We were able to cut back about \$20,000 a month in expenses. I wasn't thinking along those lines before.

**7) What would be your strongest recommendation to encourage anyone considering joining OneCoach?**

I would like to encourage anyone who joins this amazing program to listen to all of the recorded material possible when you are doing activities such as driving, working out, working in the yard, or walking on the beach. There is such helpful information contained within all of the interviews available that people can pick up during the times when they can listen. My wife and I have received so much from these, especially when we can't listen to the live interviews or participate in the phone calls. I think what you offer is exactly what many small businesses need. I've been in business for over 30 years and never found a resource quite like this before.

**Want to have results like these?** Visit [www.OneCoach.com/grow](http://www.OneCoach.com/grow) and sign up for a complimentary business assessment with a certified OneCoach Business Advisor. This assessment will provide you with the exact points that are preventing you from growing your business.

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