Emerson Patton

A £457,000 year from his home office

Emerson Patton brought deep telecoms experience and a costly business-coach franchise that wasn't paying back. He rebuilt during COVID, focused on electrical and mechanical contractors, and now has a team and clients as far away as Australia.

£457,000
for the year, in his own words

22 clients
in one month after niching down

Coach Firm
Builder of the Year, out of 150 worldwide



Before	Telecoms director, then a business-coach franchise that wasn't paying back
Advises	Electrical and mechanical contractors, as far away as Australia

If you're asking

"Does it work if I pick a narrow niche? Won't I run out of clients?"

This is Emerson's answer.

01 Before

Emerson had invested heavily in a business-coach franchise and wasn't seeing the return. Then COVID took face-to-face selling away.

> "Niching down and sharpening our marketing made a huge difference."
>
> Emerson Patton

02 The build

He narrowed his market to electrical and mechanical contractors and sharpened his marketing for them. His first webinar for contractors drew 35 bookings and produced 8 business assessment calls. A later one had 76 bookings.

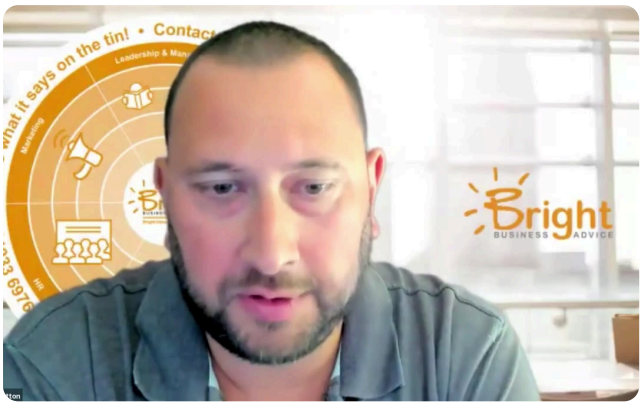
"Niching down and sharpening our marketing made a huge difference to the way I run and operate my business."

03 Now

Twenty-two new clients in a single month. A year that finished at £457,000. Clients from Belfast to Melbourne, all served from his home office. He was named Coach Firm Builder of the Year at the BCA global conference.

In their own words

As it happened



£42,000 Per Month, I Can"t Believe it!

Watch · 1 min

Emerson Patton
3 days ago · Wins

3 new clients in a week, including my first in Australia

Sold another session and gone global. Signed a new client in Melbourne, Australia, all from my home office in the UK through Zoom webinars and strategy calls.

That makes 3 new clients in a week during a pandemic. Happy with that result.

Like 12 · 6 comments

Emerson Patton
2 days ago · Wins

35 booked, 2 sales, 8 calls from first webinar

Launched my online webinar for electrical contractors to help them reset their plans and build a brighter future.

So far, 35 booked and 22 attended on Thursday afternoon. On Friday, 24 booked and 10 showed up.

Sold 2 Alignments at £495 each and generated 8 business assessment calls.

Like 29 · 4 comments

BUSINESSCOACH ACADEMY

What Emerson would tell you

“Connecting with peers, expanding your network, and enhancing your knowledge is incredibly powerful.”

Emerson Patton

See if it’s a fit

A 15-minute call with Pam, our co-founder.

businesscoachacademy.com/bookacall

Read it online, with the videos

Emerson Patton’s full story.

businesscoachacademy.com/case-studies/emerson-patton

Results vary with experience, market and effort. Figures are in the member’s own words.