

Marietta GENTLES CRAWFORD

BRAND STRATEGIST AND
LINKEDIN EXPERT

IMPACTING MILLIONS®

joined 2019

Image credit: Heidi Hapanowicz

"I WAS A NEW MOM WHO WANTED TO TAKE MY BUSINESS TO THE NEXT LEVEL. IMPACTING MILLIONS GOT ME THERE."

HOW DID YOU KNOW IMPACTING MILLIONS WAS THE RIGHT PROGRAM FOR YOU?

I remember my husband and I had a meeting with our accountant before I joined the course. She happened to notice how much money I made from a one-off speaking engagement and told me I should get a PR person. A week after that meeting, someone told me about *Impacting Millions* and I booked an exploratory call.

I immediately knew it was a smart move to make. After the call, I remember going into the other room and telling my husband, "I'm going to do it!" A lot of business owners have the struggle of their partner not taking them seriously, but my husband was very supportive. He saw that this was something I wanted to do and he trusted that I'd make the most out of this opportunity.

WHAT ALMOST HELD YOU BACK FROM JOINING IMPACTING MILLIONS?

I'd taken plenty of courses I hadn't completed. I didn't want to invest such a big amount and not follow through. As a new mother who had just left corporate to start my own business, I was juggling a newborn and a new business. I didn't have much free time and I wasn't sure if I could take on one more thing.

WHAT WERE SOME FEARS YOU HAD ABOUT STEPPING INTO THE MEDIA SPOTLIGHT?

I was comfortable being behind the scenes and helping my clients get visibility, but not prioritizing my own publicity. I knew I needed a push to prioritize my own brand. I'd pitched myself to the media before and had some wins, but I wasn't consistent and didn't maximize my media exposure. *Impacting Millions* helped me do that.

AFTER THE CALL,
I REMEMBER GOING INTO
THE OTHER ROOM
AND TELLING MY HUSBAND,
"I'm going to do it!"



HOW DID IMPACTING MILLIONS MAKE IT EASY FOR YOU TO SUCCEED?

I felt highly supported in taking action. I can't stress that enough. It wasn't like other courses where you get the material and you're left on your own. The structure of the program, the media mentor hot seat sessions and the engagement of the group all helped me stay accountable. Selena's so organized with dates, hot seat sessions, and telling you what to expect. It allowed me to put things in my calendar and allocate time for them.

Saying yes to the program allowed everything to line up for me. It made it easier to pitch myself and create a snowball effect with each win getting bigger and bigger. As a result of the course, I appeared in *Business Insider*, *Money*, *Self*, *Authority Magazine* and more. I decided that I wanted to add *Forbes* to my "featured in" list and two months later it happened.

HOW HAS GETTING PUBLICITY HELPED YOU UPLEVEL YOUR BUSINESS?

Getting publicity not only solidified me as an authority in my industry but it also allowed me to double my prices and sell high-ticket packages due to my expertise. When you're charging high prices, people look to see where you've been featured and what you're talking about.

It also gave me confidence. It's one thing to say that you're an expert and that you want to have a high ticket program. But those logos on my website gave me the faith to actually go for more.

HOW DID YOU BENEFIT FROM THE IMPACTING MILLIONS ONLINE COMMUNITY?

The strong community is a huge asset that makes Selena's program like no other. The people you meet are amazing! The ongoing support and connections you make are beyond the investment. Not only did I end up meeting a business partner in the community, I also happily accepted an invitation to be a student mentor for the program.



If you could only use one word to describe Impacting Millions, what would it be?

PIVOTAL.

-Marietta

Selena Soo



IMPACTING MILLIONS

Impacting Millions® is a group publicity training program led by Selena Soo that has taught thousands of entrepreneurs how to land meaningful, high-exposure media opportunities. It offers top-notch instruction in a supportive community environment to help students reach their visibility goals with confidence.

Connect with Selena on Instagram (@selena_soo) or click the button below to learn more about *Impacting Millions*®.

ENROLL NOW

IMPACTING MILLIONS®