



BUSINESS ENTREPRENEUR CASE STUDY

The Challenge

Thomas Kish, a successful business expert, and owner of *Cashflowexpert.biz*, is one of many small and medium size business owners struggling to stay competitive in today's marketplace. To turn profit, businesses must utilize innovative marketing solutions, efficiently communicate with clients with real-time feedback, and securely maintain confidential business and client information. Thomas Kish wanted to set his business apart from the competition, and was in search of a cost-effective method for marketing his product, communicating with clients, and streamlining operations. He was seeking solutions to not only stay parallel to his competition, but ultimately be the competition.

The Solution

Thomas Kish is one of many who are turning to the innovative technology of the **helloWorld Studio** for all their business communications and marketing solutions. Research studies show that people remember only 10% of what they read, 20% of what they hear, 30% of what they see, and 50 % of what they see and hear together. Market research confirms that video communications have consistently proven to reach a wider audience with a more positive result. The **helloWorld Studio** combines the digital communication and storage tools to provide Thomas Kish's business with an interactive and affordable solution to shorten his sales cycle, attract new clients, and raise revenue.

The Results

In May 2006, Thomas Kish began to use the powerful features of the **helloWorld Studio** for video communication and as a promotional tool for his business. He uses the live broadcasting feature for presentations, training sessions, and for marketing his product. He is able to attract potential clients through video podcasting and testimonials, while providing existing clients with instant access to sales videos, stored in his **helloWorld Media Vault**. These effective video communication tools help bring uniformity to his message, while still creating a personal experience for each client. As a result of adopting the powerful tools of the **helloWorld Studio**, his business gained greater credibility, he has been able to reduce overhead costs, and attract an exponential number of new clients.