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10 Lessons Learned from Growing A Health-Based Agency in a Foreign Market

- 1. Navigating non-english markets:** Growth in a non-English speaking market, especially in a niche like functional medicine, requires nuanced understanding and strategies tailored to the culture and linguistics of the target audience.
- 2. Diversifying business models:** Transitioning from small projects to more scalable models such as course production and leveraging live events for list building are key strategies for business expansion in specialized fields.
- 3. Choosing the right platforms and tools:** Success in a foreign market involves critical decisions about which platforms to use for marketing and client engagement. It is important that tools allow for deep integration and customization to meet client needs effectively.
- 4. Leveraging relationships and networking:** Personal connections, such as those made at industry conferences, can lead to significant opportunities for growth and learning, showcasing the value of networking in personal and professional development.
- 5. Adapting sales strategies:** Implementing innovative sales processes, like using webinars to address potential client questions and creating an FAQ section for pre-call preparation, streamlines the client onboarding experience and makes sales calls more about fit than hard selling.
- 6. Importance of email marketing integration:** While some platforms may not offer built-in email services, integrating with robust email marketing solutions like Active Campaign or Ontraport will facilitate customer relationship management through targeted communication based on user behavior.
- 7. Content and offer customization:** The ability to customize content and offers according to client preferences and behaviors is crucial in

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engaging and retaining clients, especially in markets where personalization can significantly impact conversion rates.

- 8. Health and business synergy:** Adopting better health practices can influence business success, as healthier lifestyle choices contribute to better decision-making, productivity, and overall well-being.
- 9. Educational content as a growth lever:** Educational content and course production can open new revenue streams and position a business as a thought leader in its niche.
- 10. Integrity and client-centric approach:** Building a business with integrity, focusing on genuinely solving client problems rather than just selling, fosters trust and long-term relationships, which are especially important in health-related industries and non-English speaking markets.

Are you ready for some new growth? [Let's chat](#)