

• CASE STUDY •

How Love Serve Grow is helping Kevin Fadely *transform* his approach to sales, *develop* a unique brand, and *achieve* new levels of growth in his business

SIGNED 12
NEW CLIENTS
AND 3 NEW
COACHES

ADVANCED
THREE RANKS
WITH HIS
COMPANY

STARTED HIS
OWN FITNESS
& NUTRITION
PROGRAMS

IS DEVELOPING
AN APP,
WEBSITE,
AND BRAND



"I knew there had to be a better way than hustling harder to grow my business. I found Bob's Your Virtual Upline podcast, did his 4-day workshop, and then joined Love Serve Grow. It was exactly what I needed. In the past one and half months in Love Serve Grow, I've signed up 12 new clients and three coaches. I've hired a web developer that is building my new website and our own App as well. I also started a walking club and a 30-day health boot camp. I have found my passion."

KEVIN FADELY

OPTAVIA COACH AND BUSINESS OWNER

When Kevin Fadely first discovered Your Virtual Upline, he'd hit burnout in his network marketing business.

As a coach with Optavia for more than two years, Kevin had become passionate about the health and nutrition company's products and program **after losing 87 pounds himself.**

But after struggling to build a business without much guidance or significant success, Kevin had decided to step away from it.

"I had clients and coaches and I was doing ok, but I didn't resonate with the 'hustle harder' mentality," Fadely said. "My passion was in coaching my clients, but I didn't have the knowledge about how to build my business that way, and my business mentors believed in a dated approach focused on getting the sale. I eventually hit a point where I'd just burned out and I made the decision I wasn't going to coach anymore."



About a year later, a friend asked Kevin if he would coach him as he lost weight, and Kevin agreed.

Kevin said he knew a lot had changed in the time he'd stepped away from his business, and he went looking for training and information that would bring him up to speed and help elevate his skills.

It was during this search that he found Bob Heilig and the Your Virtual Upline podcast.

"The first episode I listened to was on transformational selling, and **Bob addressed every single thing that had shut me down in my business in the past,**" Kevin said. "It resonated so deeply. It was such a different approach to what I had been told to do, which was to sign up clients right then, right there. Hearing Bob talk about

transformational selling made so much sense and felt so much better.”

Hooked, Kevin dove into the podcast

and listened to as many episodes as he could, as well as reached out to join The Transformational Conversations Challenge — a virtual 10-day challenge that teaches network marketers the transformational approach to sales.

“The second the registration opened for the Challenge I jumped all over it,” Kevin said. “And every day, I was just amazed by what Bob was sharing. It really aligned with how I had wanted to build my business in the past.”

So, when the opportunity to join the Love Serve Grow community was offered inside the Challenge, Kevin was definitely interested.

He loved the reasonable monthly investment and the fact that the training — which is delivered weekly — is self-paced, but wondered how much personal coaching he would really get at that monthly price point.

Kevin decided to give it a try, and in October 2022 joined Love Serve Grow.



He said he quickly saw that the coaching is plentiful, the training is invaluable, and the accountability produces great results.

“We have weekly group coaching calls, and even if Bob isn’t coaching me directly, **a lot of what he says when he’s coaching someone else hits home for me,**” Kevin said.

“He’s called me up on stage, though, too. We were working on our ‘I Help’ statements and he challenged me three times and really held me accountable. He said, ‘Hey, the last time we talked I told you to focus your ‘I Help’ statement on men, but you’re still attracting women. Why is that?’

"He coached me through my hesitation and I ended up creating a different branding for one of my programs called "Bad Ass Nutrition" with messaging of 'Get rid of the dad bod'. I put up a post about it and within an hour I got four messages from men wanting to do it and so far two of them have signed up as clients."

In just the first month and a half of being in Love Serve Grow, **Kevin signed up 12 new clients overall and three new coaches** — as well as advanced three ranks in Optavia's compensation plan — and said that shifting to a transformational selling approach has been the key to his success.

"I used to use a script, and I sometimes still use it to get the conversation going, but now I'm really leaning in and listening for the answer," Kevin said. "That's been the biggest change. I'm really seeing who I'm talking to as a person.

"My close rate has definitely gone up because of it. I have a spreadsheet that tracks how many conversations I've had, and how many are leading into health assessments and into closed deals. If I had measured that in the past, I may



have had a 10 percent close rate. **Now, if someone takes a health assessment their close rate is 90 percent."**

Another huge and rewarding shift in Kevin's business is the focus he's placed on loving and serving others — two of the biggest tenets of the Love Serve Grow philosophy.

To start, **he created a free walking club in his community** for anyone who wants to join, with the sole purpose of helping people get active.

"There are so many people who are physically inactive, and I just wanted

to provide a way for people to get together to walk in the name of health.

There wouldn't be a sales pitch afterward, and I didn't care what weight or health people were in.

"Now, I have 18 people who get together on a regular basis, and we only walk as fast as the slowest person. **It's been absolutely amazing watching this group.** When we started we did two miles and we were talking and telling stories and having fun. At the end, when I told the group we'd just walked two miles, two of the ladies broke down crying and said they'd never walked that far in their life."

Inspired, Kevin wanted to serve in an even bigger way, and created a 30-day health challenge. Again, there was no requirement to become a client, just a genuine desire to get healthier.

"I wanted people to have the tools and a taste of how to get healthy," Kevin said. "I signed up 10 people for my first challenge and I've got eight people who are actively engaged. It's been just as rewarding for me as it has been for them."

But perhaps the biggest shift in Kevin's business has been the way Love Serve Grow has taught him to focus on more than just growing his network marketing business, but on developing his own unique brand.

Not only does that brand include his walking club and his 30-day health challenge, but he's also registered his

business as **Forward Momentum LLC, is having a fully branded website created, and is developing an App** that will provide content, water and food tracking, and recipes for each of his challenge groups.

"I'm so pumped about this App," said Kevin. "It will help us



offer these challenge groups to 100 people at a time instead of just 10.”

Kevin said he loves the way that building his brand — as well as shifting to a transformational selling approach — has **allowed him to build a strong team culture** and help those he’s coaching expand their vision for what their businesses can become.

“My role with my team is to be a consultant,” Kevin said. “I let them know I’m not going to be pushing them to get five new clients as fast as they can, and I’m not going to check in with them every evening. What I am going to do is help them establish the foundational principles to build their own brand, to be their own ambassador, and — eventually — become their own business consultant to their team.”

He noted that he’s excited to keep learning, growing, and succeeding inside the Love Serve Grow community, and thinks the membership is

a smart move for any network marketer who wants to build a sustainable business and brand.

“We can take guidance and suggestions from our upline, but at the end of the day, it’s your business,”

Kevin said. “The way I look at it, I’ve hired Bob and [Love Serve Grow Coach] Megan as my consultants, and they’re both just phenomenal people and great coaches.

“Love Serve Grow’s monthly investment may feel like a lot of money for some people, but if you bring on a few new clients each month, it more than pays for itself. **You need to be willing to invest in yourself.**

“As Bob quoted Zig Ziglar in one of the first podcasts I listened to, ‘You can have everything in life you want, if you will just help other people get what they want.’ Love Serve Grow has shown me how to help other people, and it’s had a huge impact on my business.” *

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BUSINESS, [CLICK HERE.](#)