

*“Precisely HOW*

**NETTL**

*changed MY BUSINESS”*

*An*

**EXTRACT**

*taken from the*

**ANTHOLOGY**

*of TRUE tales*

*from our fine PARTNERS*

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# Hello, I'm John

*Nettl of Altrincham*

## *How would you describe your business before Nettl?*

I worked for a web and print agency in Manchester where we offered printing and design as our main services. We started offering more web related stuff towards the back end of my time there which is what gave me the taste for this Nettl malarkey.

## *What inspired you to join Nettl?*

I always had a desire to work for myself. I cut my teeth working for 'the man' and I wanted to big or go home. I could see that to launch my own business I needed the right systems and software and that I would also need assistance with marketing and promotions. I saw the Nettl solutions and knew that with the backing from a great team like Nettl I could achieve my goals.

## *Who would play you in Nettl the Movie?*

Easy. Brad Pitt, Obvs.

## *What challenges were you looking to solve?*

The clients at my former agency had started becoming 'web first'. Web was the thing that my clients wanted to talk about and it was the first thing that a new business wanted to put in place. From there we could move the relationship onto printing, design, exhibitions and all the other things that a client needs. I wanted to win clients and do everything for them. Nettl provided me with the 'big business infrastructure' and integrated supply chains for 'small business prices'. I've not looked back.

### PROFILE

#### LOCATION

**ALTRINCHAM**

#### BUSINESS TYPE

**DESIGNER**

#### BRAND ENGAGEMENT

90%

#### NETTL PARTNER FOR

**2 YEARS**

#### TEAM MEMBERS

**1 NETTLING**







### *How has Nettl changed your business?*

Nettl has helped me to confidently deliver websites, printing, exhibitions and SEO solutions to all the clients that I've won. The systems help me to operate the business. From CRM to GDPR compliance to generating invoices and collecting payments that I'm owed. Reducing all the admin faff has allowed me to focus on winning new clients for my business.

### *What has been your most interesting project?*

I work with lots of health and fitness clients. It's hard to pin this down to one project. I enjoy all the marketing and web jobs I do in this sector as it's an area which I enjoy learning about. (You've seen my massive arms, right?)

*"Nettl systems help me run my small business. The software for CRM, GDPR, invoicing and payment collections is all included."*

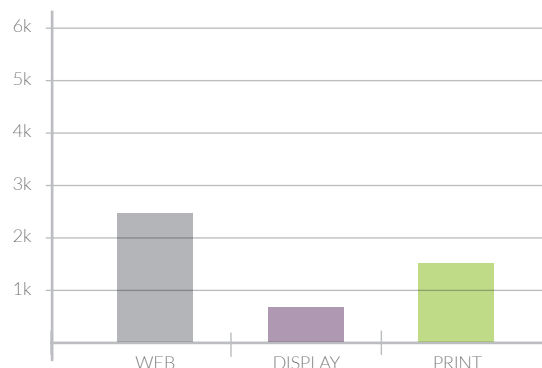
### *What's your weirdest client request?*

I got asked to attend somebody's wedding after doing a bit of work for them. To be honest I was hoping for the role of Best Man.

### *At the Nettl bar what's your drink of choice?*

It all depends on the type of day I've had. It could be a pint of Estrella, it could be a pint of vodka!

### HIGHEST ORDER VALUE



### NEW CLIENTS

# 144

### HIGHEST VALUE WEB PROJECT

# £2,499

### HIGHEST VALUE PRINT PROJECT

# £1,499

### REVENUE GROWTH

# 100% ↑





### *What's the best thing about Nettle?*

The Geek support. Knowing that there's support and assistance for any challenging client brief helps me to sell more confidently. I then have all the marketing I need to win the client's print and display work. Or maybe the client needs a deck chair. Or a bean bag. Or some branded curtains. I can do it all now

*"My clients had become 'web-first'. Once I'd won that, the print and exhibition work followed."*

### *How did your team react to Nettle?*

I bloody loved it.

### *What's the worst thing about Nettle?*

Having to fill in a questionnaire for this booklet when I should be watching the dramatic conclusion of the ITV hit drama Liar...

*"In addition to web tools Nettle provides everything I need to win the print and display work too."*

### *How has Nettle training helped you grow?*

I trained on the job for 8 years but the Nettle training academy and webinar learning has helped me to learn new skills without impacting on the day to day running of my business.

#### WEB PROJECTS WON

# 85

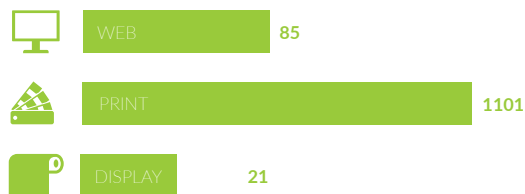
#### PRINT PROJECTS COMPLETED

# 1101

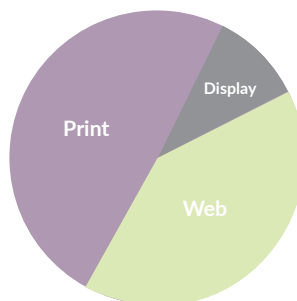
#### DISPLAY PROJECTS COMPLETED

# 21

#### PROJECTS COMPLETED



#### PRODUCT MIX BY REVENUE



To find out how a Nettle partnership could  
help your business grow, contact us at;

**partner@nettl.com**  
**0800 211 8060**

If you need a website, print, or advice in  
Altrincham, pop in and see John.

**www.nettl.com**

