



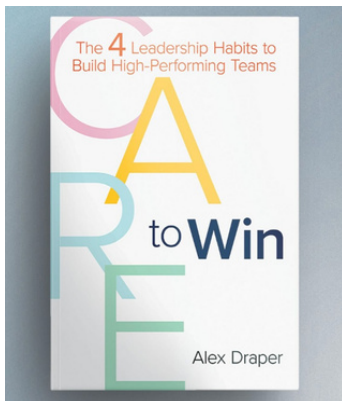
## The Challenge: From One-Shot to Recurring Revenue

DX Learning, led by CEO Alex Draper, had established a solid foundation with their in-person C.A.R.E. method trainings, generating approximately \$1.5 million annually. However, their revenue model was primarily based on *one-time engagements*, limiting scalability and long-term growth potential. Alex needed a solution to transition to a *subscription-based model*, providing continuous value to clients and establishing a recurring revenue stream.

## The Solution: Technology and Agency Partnership

### Key Components:

- **Instructional Design:** Content transformation.
- **Tech Development:** Platform creation.
- **Mindmarker Agency:** Strategic guidance.



We partnered with DX Learning to transform their in-person C.A.R.E. method into a dynamic, subscription-based digital learning experience. Our approach involved:

- **Instructional Design:** Our team of instructional designers meticulously reworked DX Learning's existing content, training materials, and books to suit an engaging, digital format.
- **Technology Development:** We uploaded all their digitalized content to our robust learning platform, accessible via laptop, iOS, and Android apps, that houses all of DX Learning's programs.
- **Engagement Features:** We incorporated reinforcement programs, role-play avatars featuring Alex Draper, student progress evaluations, and social engagement features to foster a more immersive learning experience.

DX Learning retained *full intellectual property rights* throughout the process.

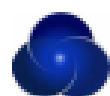
## The Results: Expanded Reach and Recurring Revenue

The transformation has been a resounding success. DX Learning now offers:

- **Subscription-Based Programs:** Clients can access ongoing training and support through recurring subscriptions.
- **Expanded Reach:** The digital platform allows DX Learning to reach a global audience, transcending geographical limitations.
- **Enhanced Engagement:** Interactive features drive higher engagement and knowledge retention.
- **Scalable Growth:** The subscription model provides a predictable and scalable revenue stream for sustained growth.

## Summary

By leveraging our agency's expertise and technological capabilities, DX Learning successfully transitioned from a one-shot, in-person training model to a thriving, subscription-based digital learning platform. This strategic shift has not only expanded their reach but also secured a sustainable and scalable future for their business. The partnership highlights the power of combining training methodologies with innovative technology to deliver exceptional value and drive business growth.



Transforming in-person training into subscription revenue.

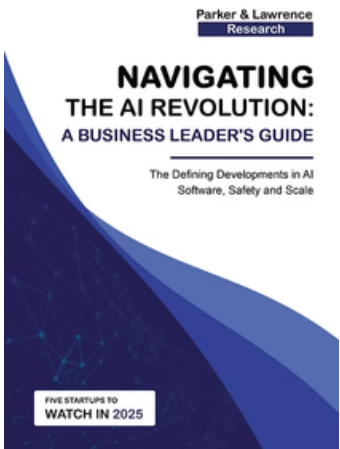
## The Challenge: From One-Shot to Recurring Revenue

Parker & Lawrence began in 2017 as a go-to-market advisory and research firm, specializing in B2B SaaS. They assist organizations in staying ahead of industry trends by providing research-backed insights into AI, risk, and compliance research that inform strategy and messaging. P&L needed a tech partner who can design training programs based on their AI research on a digital platform, with the help of their legal team for their clients.

## The Solution: Technology and Agency Partnership

### Key Components:

- **Instructional Design:** Content transformation.
- **Tech Development:** Platform creation.
- **Mindmarker Agency:** Strategic guidance.



Our offerings to Parker & Lawrence after the collaboration:

- **Instructional Design:** Our approach involved: Our instructional design team revamped P&L's original material courses, guides, and books into a compelling and interactive digital format tailored for online learners.
- **Technology Development:** All updated content was seamlessly integrated into our advanced learning platform, available across web, iOS, and Android devices, offering users easy access to the full suite of P&L's program:
- **Engagement Feature:** To deepen engagement, we introduced features like reinforcement modules, interactive role-play avatars of Alex Draper, learner progress tracking, and built-in social elements to create a rich, immersive learning journey.

## The Results: Expanded Reach and Recurring Revenue

The transformation has been a resounding success. DX Learning now offers:

- **Ongoing Access:** Clients benefit from continuous training and support through flexible, subscription-based programs.
- **AI Legal Insights:** The digital platform empowers P&L to deliver timely updates and a deeper understanding of the evolving AI regulatory landscape.
- **Interactive Learning:** Engaging, interactive elements boost participation and improve knowledge retention.
- **Sustainable Growth:** The subscription model enables predictable, scalable revenue, positioning P&L for long-term success.

## Summary

By adopting Mindmarker's proven methodology, Parker & Lawrence is now able to support their clients with greater impact and efficiency. This collaboration demonstrates the strength of combining structured training approaches with cutting-edge technology to deliver measurable value and accelerate business growth. The strategic evolution has broadened their reach while laying the foundation for a scalable and sustainable future.

## The Challenge: From One-Shot to Recurring Revenue

ClearView Leadership, founded by Tony Gambill (Forbes Contributor), is a leadership development firm with over 25 years of experience serving across B2B clients by offering three main service lines- Executive Coaching, Consulting, and Keynote speaking and workshops. Tony needed a solution that could create a subscription-based model that follows the market trend and provides continuous value to clients and establish a recurring revenue stream.



**Tony Gambill**  
Founder of Clearview Leadership

## The Solution: Technology and Agency Partnership

We partnered with Clearview Leadership to transform their in-person training method into a dynamic, subscription-based digital learning experience. Our approach involved:

- **Instructional Design:** Our team carefully reimagined Clearview's existing content, training materials, and books to create a dynamic and engaging digital experience.
- **Technology Development:** We seamlessly integrated the digitized content into our powerful learning platform accessible on laptops, iOS, and Android.
- **Engagement Features:** To enhance learner experience, we added reinforcement tools, interactive role-play avatars, participant evaluation, and social engagement features for a more immersive and interactive journey.

## The Results: Expanded Reach and Recurring Revenue

The transformation has been a resounding success. Clearview now offers:

- **Subscription-Based Programs:** Clients can access ongoing training and support through recurring subscriptions.
- **Expanded Reach:** The digital platform allows Clearview to reach a global audience, transcending geographical limitations.
- **Enhanced Engagement:** Interactive features drive higher engagement and knowledge retention.
- **Scalable Growth:** The subscription model offers a predictable and scalable revenue stream, supporting sustained growth.

## Summary

With the support of our agency's expertise and advanced technology, Clearview Leadership evolved from, in-person training approach to a robust, subscription-driven digital platform. This transformation enabled them to broaden their audience and build a more scalable, long-term business model. The collaboration showcases how blending proven training methods with cutting-edge digital solutions can unlock significant value and fuel sustainable growth.

## The Challenge: From One-Shot to Recurring Revenue

Circle Strategies is a global HR consultancy with over three decades of expertise across recruitment, onboarding, performance management, succession planning, compliance, DEI, and talent development. To align with evolving market trends, they sought a tech-driven onboarding solution that would enhance the client experience while enabling a shift to a scalable, subscription-based revenue model.

## The Solution: Technology and Agency Partnership

### Key Components:

- **Instructional Design:** Content transformation.
- **Tech Development:** Platform creation.
- **Mindmarker Agency:** Strategic guidance.



We partnered with Circle Strategies to help them provide a tech solution for their onboarding practice and give an excellent user experience. Our approach involved:

- **Instructional Design:** Our professional instructional Designers worked diligently with them to create an Onboarding training that can be provided digitally.
- **Technology Development:** We seamlessly integrated the digitized content into our powerful learning platform accessible on laptops, iOS, and Android.
- **Engagement Features:** To enhance learner experience, we added reinforcement tools, interactive role-play avatars, participant evaluation, and social engagement features for a more immersive and interactive journey.

## The Results: Expanded Reach and Recurring Revenue

Circle Strategies now offers:

- **Subscription-Based Programs:** Clients can access ongoing training and support through recurring subscriptions.
- **Expanded Reach:** The digital platform allows Circle Strategies to reach across all verticals of industry and provide an excellent customer experience through our solution.
- **Enhanced Engagement:** Interactive features drive higher engagement and knowledge retention.
- **Scalable Growth:** The subscription model provides a predictable and scalable revenue stream for sustained growth.

## Summary

With the backing of our agency's expertise and innovative technology, Circle Strategies is now expanding into multiple industry verticals. This evolution has allowed them to reach a wider audience and establish a more scalable, future-ready business model. The partnership highlights how the fusion of trusted HR practices with modern digital solutions can drive meaningful impact and long-term growth.