

2017's Greatest (and Most Inspiring)

SEPTEMBER 2017

# ENTREPRENEURS Inc.

AND THE FAST-  
GROWING COMPANIES  
THEY RUN

36<sup>TH</sup>  
YEAR

# 500



THE INC. INTERVIEW

DAYMOND JOHN

The *Shark Tank*  
star opens up about  
business—and  
his health

**Clients on Demand**  
**Rank #186**

# Inc. 500



Since 1982, businesspeople have eagerly sought out Inc.'s annual ranking of the fastest-growing privately held companies in the U.S. The list gives readers insight into the hottest trends and emerging themes in the evolving economy available nowhere else. From Microsoft and Domino's Pizza in the 1980s, E\*Trade and Clif Bar in the 1990s, all the way through the new millennium with Zappos and Zipcar in the first decade and Chobani and GoPro more recently, the Inc. 500 has always been ahead of the curve.

## No 186

# RANK

## CLIENTS ON DEMAND

**Russell Ruffino** Clients on Demand *Three-year growth 2,326%*

2016 revenue **\$4.5M** *Founded 2011*

Industry **Advertising & Marketing** *Employees 16*



Shows business owners how to use online advertising to attract new clients.

**IN OUR OWN WORDS** In a world where many coaching and consulting firms are struggling, Clients on Demand is making a name for itself as the 186th fastest-growing company in America.

With a stunning 2,326% growth in the last 3 years, Clients on Demand brought in \$4.5M in revenue in 2016...and is on track to double that in 2018.

The secret? According to founder Russ Ruffino, it's one word: results.

"We exist to help coaches, consultants, and service providers attract the right clients, at the right price, anytime they want," says Ruffino. "To actually create that kind of transformation takes a relentless focus on helping our clients win."

This "client-first" approach is a hallmark of Clients on Demand's unique approach to client attraction. "The main question to ask is this: 'What's going to get the best outcome for the client?'" says Ruffino. "The answer to that question can tell you everything, from how to market your offers, to how to run your advertising, to how to deliver your coaching. It is all about results."

And results is the one thing Clients on Demand has in spades.



Their average client raises their prices by 500 - 1,000% after using Clients on Demand's unique positioning strategies.

"Much of what's being taught out there about client attraction is just plain wrong," says Ruffino. "Here's the truth: you don't need podcasts. You don't need a blog. You don't need to create content. You just need one 45-minute presentation."

Clients on Demand's approach is definitely at odds with conventional wisdom, which states that spending years building an audience and a large following is the ideal strategy for attracting clients.

"Writing a blog takes years. Building an audience takes years. One 45-minute webinar can take the place of all of that," says Ruffino. "Clients on Demand's proprietary 4-step client-attraction process can allow you to take a prospect from 'click to client' in less than 48 hours...even at \$3,000 - \$10,000 prices."

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**CLIENTS *on* DEMAND**

Web [WWW.CLIENTSONDEMAND.COM](http://WWW.CLIENTSONDEMAND.COM)

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