

COMMENT Sold

case study



How to successfully sell with  
social media from day one



## ABOUT THE BUSINESS

Hustle and Shine is a women's clothing and accessory boutique owned and operated by Megan Carroll. A veteran MLM consultant, Megan began selling online and with select events out of her home in April 2019. Hustle and Shine plans to expand with a dedicated storefront by the end of the year.

**1400+**  
VIP Group  
Members

## EXECUTIVE SUMMARY

Megan began her journey into online sales in 2015 as an independent consultant for one of the largest direct sales clothing companies in women's fashion. She worked as a special education teacher at the time and was looking to dabble in fashion while making extra money. Less than a year later, she quit her job to pursue fashion full time.

**\$50,000**  
in sales  
per month

She enjoyed selling clothes, but after 3 years of selling the same styles, she craved more variety. That's when she decided to branch out and start laying the groundwork for her own boutique. She had to be strategic as she disentangled herself from the restrictions of MLM consulting to launch her new business.

**\$13,000**  
during her first  
Live Sale





## CHALLENGES

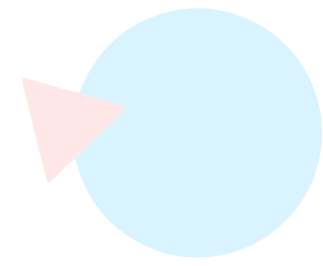
As a direct retailer, Megan hustled 7 days a week to sell her products. While her Facebook group had a large number of followers, many were not engaged. She would go live three or more times a week and made frequent posts to social media in hopes of encouraging shoppers to buy more merchandise.



To set up Hustle and Shine for optimal success, Megan paired with CommentSold for invoicing, inventory management, and social selling. Automation of many of her business processes enabled Megan to transition from one business to another with less work, more sales, and a bright future.

TRANSITION WITH  
**LESS WORK,  
MORE SALES,  
AND A  
BRIGHT FUTURE**





## HOW COMMENTSOLD HELPED

During her first Live sale, Megan more than doubled her goal of \$6,000 by selling \$13,000 worth of clothing and accessories in just 1.5 hours. CommentSold's cart expirations, coupled with limited quantities, motivated shoppers to fill up their carts and check out quickly. As a result, cart abandonment rates dwindled. On the rare occasion that a shopper did abandon their cart, the waitlist feature automatically sent the items to the next willing shopper on the list.

**“The sky’s the limit with boutique selling. It’s just a matter of keeping up with trends and constantly reinventing yourself as the market and industry evolves.”**

Hustle and Shine's customer base quickly grew by word of mouth. Megan focused on building high caliber engagement and loyalty in her Facebook group by catering to her community. She provides quality fashion from the US and prides herself on excellent customer service. Business is growing, and her Facebook group now has 1400+ members, most of whom are engaged buyers.

With the help of CommentSold, business is running like clockwork. She regularly goes live on Wednesday nights and ships on Thursdays. She went from working nearly every day to a comfortable 30-hour workweek.



# RETURN ON INVESTMENT & FUTURE PLANS



Helping women feel confident and beautiful is what drives Megan. She hand selects items she knows customers will feel good in. It's working! She's seen a huge increase in repeat customers and is constantly selling out of items.

Besides the storefront, Megan will start going live on Fridays to showcase her jewelry and accessories. She also recently began working with her CommentSold strategist to develop an app for Hustle and Shine.

The future is looking bright for Hustle and Shine's Megan Carroll. We can't wait to see where she grows from here! Hustle and Shine exceeds its sales goals every month, and Megan keeps resetting the bar a little higher each time. She's at \$50k per month now and has her dream goal set at \$80k a month.



COMMENT Sold

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