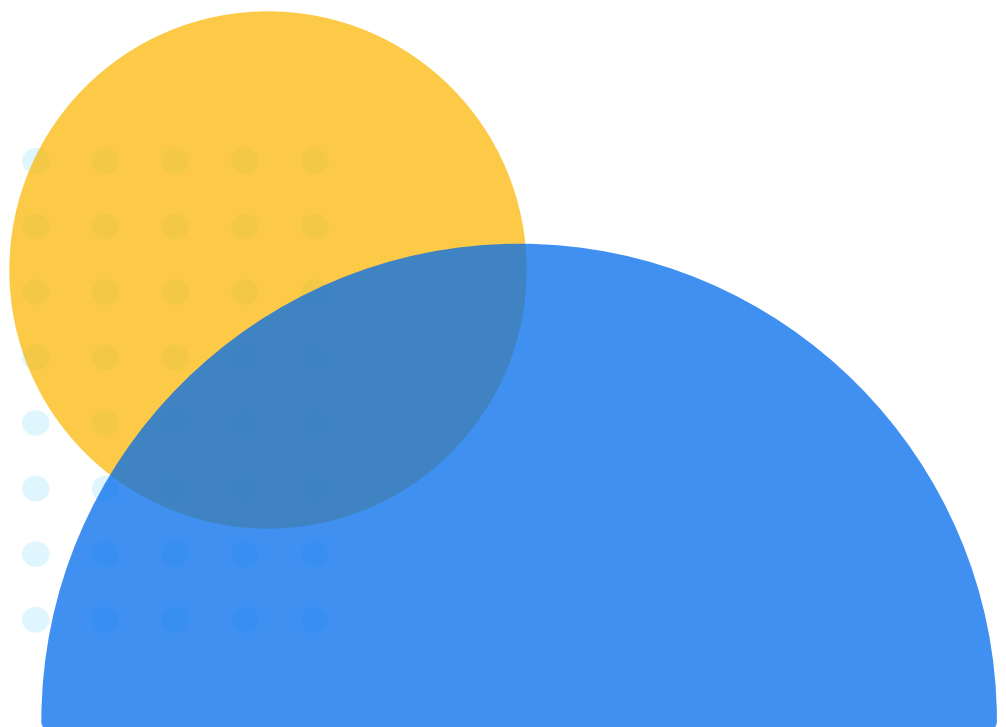


Sold case study

THE
Paisley
HEART

How one online boutique doubled their revenue in six months





ABOUT THE BUSINESS

The Paisley Heart is an online boutique based out of Fort Worth, Texas. Their mission is to offer extremely personal, convenient shopping experiences that leave their customers feeling confident, stylish, and comfortable.

EXECUTIVE SUMMARY

In 2013, Brooke Howerton established The Paisley Heart to provide women like her a way to shop with friendship and convenience. In the beginning, as the only employee, Brooke was exhausted and buried under invoices with little time to invest in other areas of her business and her family. She needed a tool to preserve and streamline operations. After implementing CommentSold, Brooke saw an increase in her time and revenue.

Brooke uses several different platforms for her business operations to help her customers feel at home wherever they shop, including the CommentSold Webstore and mobile app. Since making the decision to use CommentSold, The Paisley Heart saw a 2x increase in revenue within six months. The automated invoicing feature has saved her employees valuable time, which has allowed them to transition into more productive and fulfilling roles.



2X
Revenue
Increase



\$193K
Monthly
Sales



26K
Facebook
Followers

CHALLENGES

In the beginning, as the only employee, Brooke was exhausted and buried under invoices. As the owner and founder, she wanted her business to be perfect but didn't have the time to invest in her career and her family the way she wanted to. She needed a tool to preserve and streamline her business so she could be available to her family the way she wanted to be. That's when Brooke decided to give CommentSold a try.

HOW COMMENTSOLD HELPED

According to Brooke, CommentSold saved The Paisley Heart. After implementing CommentSold, The Paisley Heart now automates their invoices, leaving Brooke and her staff time to focus on other areas of the business. Since using the time-saving software, The Paisley Heart has doubled their sales revenue from last year.

The second thing CommentSold accomplished for Brooke was to pull all the different platforms and merge them into one central location. Brooke no longer had to manage platforms separately, something she said was like gold to her.

With CommentSold, Brooke accomplished both her tangible goal of growing and streamlining operations by managing invoices and uniting platforms. It also helped her to achieve her intangible goal of cultivating a culture where her staff supports each other just as they support their clients.

“All of our platforms just kind of merge together into this magical spot where I don’t have to manage them separately; that’s like gold to me.”



RETURN ON INVESTMENT & FUTURE PLANS

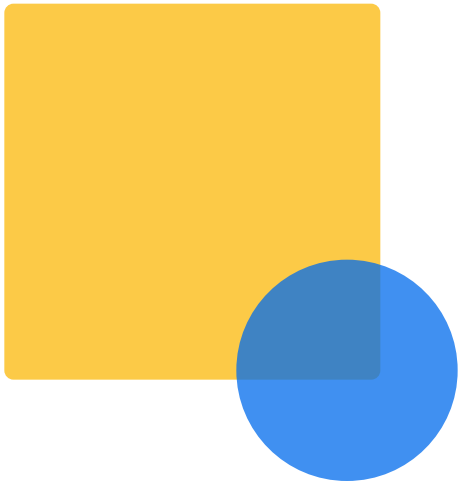
The business that started in her home office and expanded until it was pouring into the hallway, now has a staff of seven employees. Brooke has operated and grown The Paisley Heart for 5 successful years now.

With revenue having doubled within a single year of implementing CommentSold, her business shows promise of even more explosive growth in years to come. Operations have since moved from her house and into a warehouse to accommodate the substantial influx of orders.

In addition to assisting her increasing her revenue, CommentSold has saved Brooke more than 40 hours a week. Now Brooke has more time to focus on her mission of creating shopping experiences that are convenient, fun, and foster fellowship. Brooke feels humble but proud of what The Paisley Heart has become and how it will continue to grow.

“Wherever you are, we can make it convenient for you to shop.”





COMMENT Sold

Save Time & Scale Revenue
Get Started Today

Start Your Free Trial

