

**Challenge:**

In exploring ways to re-launch his coaching business amidst the pandemic, Mark Jamnik joined the Avontage platform in March 2020. In the ten years he's been coaching, he was proficient in using a holistic systematic approach he supported his clients with to create time for his clients. But before he joined, Mark said he "struggled to charge." He wanted to help people without draining their bank accounts.

"I know that I bring value, but at the same time, there was a seed of doubt," Jamnik said.

**Solution:**

Jamnik participated in online business hours with other Avontage users and connected with them. He said Avontage creator Sean Sarram is personally invested in the success of the people who use the platform.

Avontage has created a platform where entrepreneurs and business owners can exchange their skills and services for the skills and services they need. It's essentially a business bartering platform where you earn Avontage Bucks for completed services.

Jamnik knew he could use the Avontage Bucks he earned from creating and selling offers to grow the businesses of others on the platform. Business bartering took away some of the fee hesitancy.

"I was able to receive monetarily without feeling guilty about charging someone for these services," he said.

After Jamnik's coaching session with one of his clients, she began referring him to others, especially his Mind Mapping strategy session. This encouragement led him to productize that part of the coaching on the Avontage platform.

It worked beautifully for him. He felt creating customized offers wasn't working for him, but with Avontage he didn't have to reinvent the wheel and was even able to raise his prices when enough Avontees found value.

**Results:**

Having joined the platform, he was able to integrate monetary payments for his coaching services and generated nearly \$10,000 in sales on Avontage some of which have translated into real money.

But his success goes beyond monetary gain. As a result of creating service offerings on Avontage, Jamnik was not only able to gain new customers, but also gain more recognition and form partnerships within the Avontage business community. He impacts clients using the work he loves to create time so they can enjoy life daily.