



KANSAS CITY



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WILL@GROWTHLABSEO.COM

# WILL PALMER

ENTREPRENEUR  
DIGITAL MARKETER  
COMMUNITY BUILDER

**13K** COMBINED  
SOCIAL  
FOLLOWERS



# ABOUT ME

## I BELIEVE IN

- Entrepreneurship
- Building Trust
- Gratitude
- Sharing Success
- Courage
- Giving Back

Hi, I'm Will Palmer - a former professional sales consultant and long-time internet nerd turned digital marketing entrepreneur. I bring a unique blend of creativity, savvy business sense, and real world marketing experience to the clients and employees I am privileged to serve and lead each day.

I hold a Journalism Degree with an emphasis on Strategic Communications from the University of Kansas.

## AREAS OF EXPERTISE & PASSION

ENTREPRENEURSHIP

SALES

LEGAL MARKETING

COMMUNITY BUILDING





ENTREPRENEURSHIP

# FOUNDER OF

 GROWTHLAB

 Performance  
Content Partners

## COMPANY PERFORMANCE KPIs

21

FULL TIME REMOTE US EMPLOYEES ACROSS COMPANIES

\$1.2M

ARR (ANNUAL RECURRING REVENUE) ACHIEVED AT GROWTH LAB IN FIRST 12 MONTHS OF BUSINESS (2021)

\$2.8M

CURRENT ARR AT GROWTH LAB (2023)



## PROFESSIONAL SALES

# SALES PERFORMANCE KPIS

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**4X**

PRESIDENT'S CLUB QUALIFIER - ADP & THOMSON REUTERS (2011, 2015, 2017, 2018)

**10X**

CENTURY CLUB MEMBER - ADP & THOMSON REUTERS (2011-2020)

**# 1**

IN SALES, THOMSON REUTERS WEST DIVISION (2018)

**# 1**

IN % OF QUOTA ACHIEVEMENT - THOMSON REUTERS WEST DIVISION (2018)

**# 1**

ADP REGION OF THE YEAR - ORANGE COUNTY, CA - MEMBER (2010)

**# 1**

WINNER - ADP WORLDWIDE SALES CHALLENGE - BEST OF 5,700 PARTICIPANTS

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LEGAL MARKETING (SEO & SEM)

# LAW FIRM GROWTH SPECIALIST

GROWTHLAB

**10 YEARS** EXPERIENCE SERVING SOLO & SMALL LAW FIRMS

**300+** LAW FIRM CLIENTS SERVED

**\$100M+** IN TRACKED LEGAL SERVICES REVENUE GENERATED FOR CLIENTS



"Will's efforts have been instrumental to the growth of our client base."  
- Burke Robinson, Partner Long & Robinson



"I have met many so called marketing experts in the industry and none seem to be as genuine as what Will has to share. His knowledge of the business side of marketing along with his contact base is unmatched."  
- Cassie Craig, Partner



"I have a marketing machine that is managed with forethought and strategy, rather than the 'ready, shoot, aim' approach I have seen so many times with other companies. I wish I had put Will and his company on my team years ago."  
- Anne Schiavone, Partner Holman Schiavone

## LEGAL COMMUNITIES MANAGED



LAW FIRM GROWTH & PROFITABILITY CHANNEL - 6.8K MEMBERS

SPOKEN AT



CONNECTOR

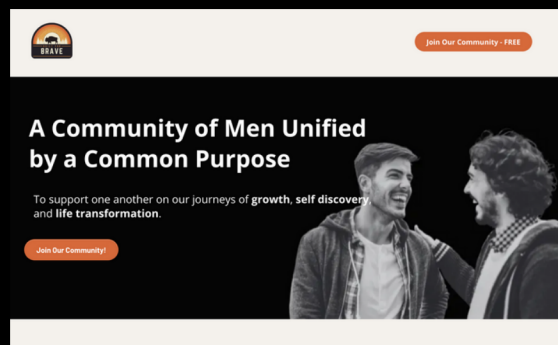
# COMMUNITY PROJECTS

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## BUILT FOR BRAVE.ORG

ESTABLISHED AT THE END OF 2023, BUILT FOR BRAVE IS AN ONLINE COMMUNITY OF MEN WHO SUPPORT, EMPOWER, AND UPLIFT EACH OTHER AS WE STRIVE TO BECOME BETTER MEN, HUSBANDS, FATHERS, LEADERS, AND BROTHERS.

OUR MISSION IS TO PROVIDE A SAFE, WELCOMING, AND INCLUSIVE SPACE WHERE EVERY MEMBER CAN OPENLY SHARE, LEARN, AND EVOLVE.

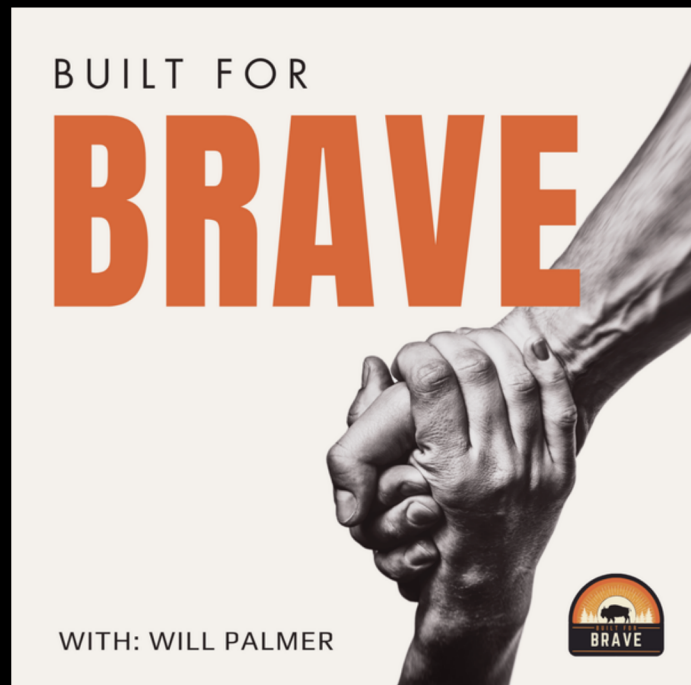


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## PODCAST

WHERE MEN BRAVELY SHARE LIFE'S STORIES OF OVERCOMING ADVERSITY AND SUCCEEDING AGAINST ALL ODDS.

COMING Q1, 2024



**BONUS!**

# FUN FACTS ABOUT ME

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**Moved from Kansas to California after college because of the HBO show Entourage.**

**Spent 168 straight months with a sales quota over my head.**

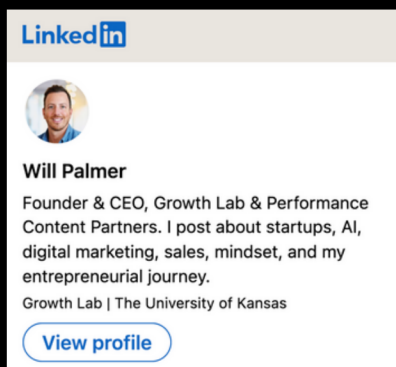
**Built a 7 figure company out of a backpack.**

**Went viral on LinkedIn for posting a video of me reacting to my first job offer.**

**I have ADD and found out at age 37 I have ASD (Autism Spectrum Disorder).**

**Totally re-built and re-branded the same business 3 different times before finding success.**

**I'm a wanna-be Comedian and/or Magician! 😄**



WILL AND HIS WIFE MELISSA