



Member Case Study

Gregg and Mary Pembleton

Creators, Thumball™

Maple Shade, NJ

Gregg and Mary Miller Pembleton, creators of Thumball™, signed up for OneCoach's Business Mastery program in February 2007. Only a few months later, they are already more focused and poised for international growth than they have ever been, and they attribute both their increased personal and business success to OneCoach.

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In December 2004, the Pembletons of Maple Shade, New Jersey conceived of Thumball™, a unique educational toy that enhances thinking and communication among all ages and in multiple settings. Mary, a public school speech therapist, modeled the idea after a small ball she created for classroom use that was effective in enhancing students' communication skills. Upon conferring with a number of experts, they received positive feedback and, starting from scratch and with no investors, began creating various prototypes and developing marketing strategies in the middle of 2005.

The Pembletons entered Thumball™ into the New York City International Toy Fair in February 2006, receiving nearly unanimous acceptance of the concept. Soon after, they placed their first product order with a factory in China. After an educational exhibit, a gift exhibit and the International Toy Fair once more in February 2007, interest had skyrocketed and they began to ship scores of Thumball™ from their basement. They continued to create more designs, but needed help. With so many different possible markets, they didn't know where to focus and how to move forward. They solicited help from OneCoach, a San Diego-based company that helps entrepreneurs and small business owners find success, increase revenues and live extraordinary lives.

“Everything OneCoach does and had to offer seemed to fit with our thinking,” Gregg said. “OneCoach develops and reinforces our mind set for success, from believing to visualizing to behaving as if our goals are already achieved.”

OneCoach taught the Pembletons strategies to grow their business, beginning with the importance of a Unique Selling Proposition, allowing them to positively differentiate their product. OneCoach also emphasized clearly defining what the Pembletons desired in both business and life and what tools were necessary in achieving those desires. OneCoach Founders John Assaraf and Murray Smith then physically inspected and

reviewed the Thumball™ product line, providing positive feedback that boosted the Pembletons' confidence.

With increased motivation and by incorporating OneCoach's unique formula for business success – a combination of solid business and marketing strategies and psychology -- the Pembletons are now poised for major growth, focused and ready to go national and then worldwide. Thumball™ is now sold in dozens of specialty education and toy stores in dozens of states. Additionally, many online and print catalogs in multiple industries are also selling it successfully and several corporations have ordered custom Thumballs™ used for various training, special events, and corporate promotional giveaways.

“John and Murray immediately understood our vision and the scope of what Thumball™ can do”, Gregg said. “Together, their experience insight and advice was invaluable. The OneCoach Business Mastery Program is a tool to use for living, not just business.”

The Pembletons will continue to work with OneCoach for continued business and personal success.