



act!

# Day Trade Fun Achieves Unprecedented Growth With Act!



DAY  
TRADE  
FUN

[Day Trade Fun](#) is a thriving business that teaches students how to utilize the stock market for short-term gains. Founded in 2009 by Jay Ratliff, an experienced airline industry professional, the company found its niche in the stock market after a career transition. Jay's risk-averse approach, coupled with his passion for communication, led him to create a successful venture that now serves students worldwide.

Day Trade Fun was built on Jay's deep belief that everyone should have a second income stream, whether it's a hobby

selling wares at a flea market or trading stocks online - because a second income stream helps provide independence and security in today's uncertain times. Day Trade Fun fosters deep-rooted client relationships spanning numerous years of communications with the goal of building rapport and trust with its clients while providing meaningful insights, market updates, and recent earning achievements. "A large part of our business comes from people who contacted us over eight-plus years ago. We keep in contact with them because more often than not, people who didn't originally have the time or the inclination to want to learn how to flip stocks as a secondary income, come around and realize that it would be fun and worthwhile. And, they want to deal with a company they already know and trust." says, Jay.

## How Act! Became the Key to Success:

When Day Trade Fun was established in 2009, Jay sought a reliable data management system to track and manage commu-



nication with his contacts. A colleague recommended Act!, and its intuitive and user-friendly interface caught his attention. He quickly realized the value and potential of enhancing meaningful relationships through personalized communications with Day Trade Fun's extensive contact list.

“My philosophy is that a lack of communication destroys relationships, both personal and professional, while increased communication can strengthen relationships. Act! enables us to manage and deploy highly personalized communications and does it efficiently and accurately.”



**Jay Ratliff**  
Founder & Owner, Day Trade Fun

## Enhancing Communication and Strengthening Relationships:

For Day Trade Fun, communication is paramount in building strong relationships with students and clients. Act! allows it to segment contacts based on specific criteria, such as location or source of contact, and enables Jay to quickly and efficiently share his expertise and achievements through highly personalized communications, including telephone calls, direct mail, and email marketing campaigns, keeping prospects engaged and interested in Day Trade Fun's services. "What's nice about Act! is that I have immediate access to my contacts and can segment them on the fly. As an analyst, I often speak on radio stations and Act! lets me target specific demographic areas quickly and easily to send related communications. Act! saves me time and empowers me to do what I do best - that's communicate." says, Jay.



## Growing Exponentially and Exceeding Expectations:

As a result of effective communication and personalized marketing, Day Trade Fun's annual revenue has experienced exponential growth since its inception. Act! played a crucial role in nurturing leads over time and converting prospects into loyal clients even years after initial contact.

“Exceeding expectations at every point of contact is critical to the success of my business and Act! allows us to do just that. Act! is the foundation of everything we do when aiming to exceed expectations using personalized communications.”

**Jay Ratliff**  
Founder & Owner, Day Trade Fun

## Saving Time and Focusing on Business Expansion:

The time-saving capabilities of Act! empowered Day Trade Fun to concentrate on expanding the business in creative directions. It enabled Day Trade Fun to manage a large influx of potential customers effortlessly and continue to grow at a rapid pace. The cloud-based nature of Act! also brought peace of mind, knowing that data security was never an issue.



## Conclusion:

According to Jay, Day Trade Fun owes much of its remarkable success to Act!. The seamless management of contacts, personalized communication, and time-saving features have propelled the business to new heights. These benefits collectively allowed Day Trade Fun to thrive in the stock market education industry, grow its business, and maintain a strong rapport with its extensive network of students and clients. With Act! as a trusted companion, Day Trade Fun will continue to achieve exceptional growth and inspire countless success stories in the stock market world.

“ I spend zero time worrying about a data issue or natural disaster with Act! Premium Cloud. The peace of mind that Act! gives makes it my favorite tool to use.”

**Jay Ratliff**  
Founder & Owner, Day Trade Fun

## Scalability and Unwavering Support:

As Day Trade Fun continues to set records for business growth, Act! remains a steadfast partner. Its scalability ensures that the company can grow without hindrance or having to change CRMs. With the support of Act!, Jay is confident that his business will continue to thrive and break new records in the future. “We are thrilled to know that Act! is scalable and we don’t have to worry about ever outgrowing Act!. I don’t have to spend time worrying about changing things that are working. As long as Act! is there for me, this business is going to continue zooming and breaking records!” says, Jay.

“We have students around the world because of Act!”

**Jay Ratliff**  
Founder & Owner, Day Trade Fun





## Key Points:

- **Efficient Communication and Personalization:** Act! enabled Day Trade Fun to efficiently manage communication with its extensive contact list of over 37,000 individuals. By segmenting contacts based on specific criteria such as location or source of contact, it can personalize its interactions effectively. This highly personal communication has led to stronger relationships with students and clients, fostering trust and loyalty, and business growth.
- **Time Savings and Streamlined Operations:** With the user-friendly and intuitive interface of Act!, Day Trade Fun saved valuable time in managing their contacts and marketing efforts. By quickly accessing the information they needed and utilizing automation features, the company freed up time for other crucial aspects of their business, such as training and growth initiatives.
- **Exponential Business Growth:** Act! played a pivotal role in Day Trade Fun's exponential business growth. The platform's personalized communications and marketing campaigns helped convert prospects into long-term clients. As a result, the company's annual revenue continued to set records year after year.
- **Scalability and Peace of Mind:** Act!'s cloud-based nature ensured scalability for Day Trade Fun. The platform could handle the large influx of potential customers generated from radio shows and marketing efforts without any operational disruptions. Jay highly values the peace of mind that comes with knowing Day Trade Fun's data is secure and well-managed.

“I can be on a radio show across the country, airing on over 600 stations, which prompts thousands of people to reach out to us at one time. With Act!, we can immediately incorporate that data and begin marketing to them in a highly personalized manner because of how easy it is to upload and integrate new contacts into Act!. I shudder to think how much time I would be wasting if I had any other system that was not as user-friendly and trustworthy.”

**Jay Ratliff**

Founder & Owner, Day Trade Fun

## About Act!

With proven CRM and powerful Marketing Automation, the possibilities are limitless. Act! provides the ultimate toolset to build relationships, maximize engagement, and drive business growth.

[START YOUR FREE TRIAL](#)

## Contact Act!

United States: **866.873.2006**  
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