



OH MY HI SUCCESS STORIES

welcome!

Hi, we're Becky and Jeremy, founders of Oh My Hi. Inside you'll find real stories from real users who gave their business one home base, and what happened next.

Everyone here started somewhere different. Scattered across five platforms. A big audience with nowhere to send it. A viral moment they weren't ready for, until they were. Different starting points, same fix: a website that actually did the work instead of just sitting there.

Let's get into it.



About Oh My Hi ®

At Oh My Hi, our mission is simple: to give you a home base for your business that's actually easy to build, easy to grow, and easy to run, backed by real humans whenever you need a hand.

Hi, we're Becky and Jeremy Launder, founders of Oh My Hi, San Diego natives and parents to Makenzie and Cody. Our journey began with a shared love for digital marketing and a vision for an online brand that felt authentically "us." After seeing incredible success with our first website, we realized there was a need for a flexible, beginner-friendly solution for others. That's how Oh My Hi was born—to offer a simple, effective way for entrepreneurs to bring their online vision to life.

ONE WEBSITE TO HOLD ALL OF IT



Meet Stephanie

Consultant, coach, crafter, and all-around encourager of women. Yes, all at once.

[HEAR FROM STEPHANIE →](#)

THE CHALLENGE:

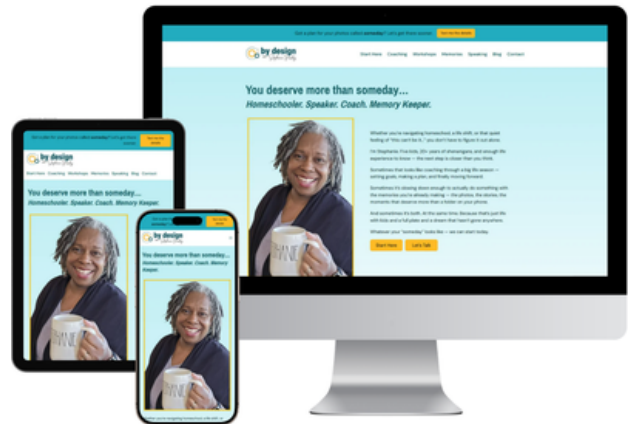
Stephanie was doing a little of everything, everywhere. Content on this platform, an offer on that one, her name scattered across half the internet. It felt like throwing content at the wall and hoping something stuck. Sound familiar?

WHAT SHE DID:

She built one website on Oh My Hi that could actually hold all of it. One home for every hat she wears, with a clear next step for whoever lands there.

THE RESULT:

Since relaunching, her traffic is up nearly 500 percent. And here's the part that stops people: 90 percent of it comes from folks typing in her name directly, not from social media at all.



90% of her traffic now comes from people searching her name. Not social.

"If you are building on social media, you're building on borrowed land... It is a smart move to be building your brand on land that you own, not land that you are borrowing."

— **Becky Launder, Co-Founder of Oh My Hi**

WHY IT MATTERS FOR YOU:

When you finally have a home base people can land on, you stop starting from scratch every day. Your name becomes the place people go, instead of a post that disappears by tomorrow.

[GET YOUR HOME BASE →](#)

SAME AUDIENCE. ONE CAMPAIGN. 600+ LEADS.



Meet Julie

She shares a recipe every single day, and she has built a big, loyal following doing it.

[HEAR FROM JULIE →](#)

THE CHALLENGE:

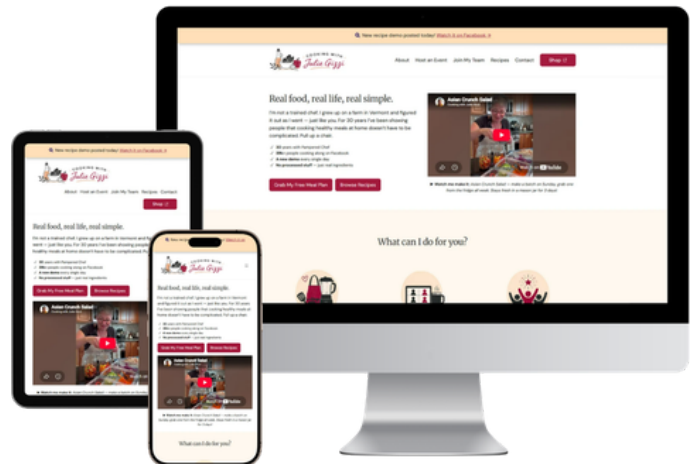
Julie had the reach. What she did not have was a place to actually send people. All that daily attention, and no home base to turn a follower into a lead. Reach is not the same as connection, and she knew it.

WHAT SHE DID:

She built a website on Oh My Hi to be the place she sends people, then timed a campaign around it.

THE RESULT:

Over 600 leads from a single push. Same audience she already had. She just finally gave it somewhere to go.



600+ leads from one campaign.
Same audience, new home base.

"It's great to build a following on social media, but ultimately you're building on borrowed land. To truly 'own' that relationship, it's best to move them to your own website and email list."

— **Jeremy Launder, Co-Founder of Oh My Hi**

WHY IT MATTERS FOR YOU:

You might not need a bigger audience. You might just need a home base ready to catch the one you already have.

[GIVE LEADS A LANDING SPOT →](#)

THE VIDEO WENT VIRAL. THE DIFFERENCE WAS BEING READY.



Meet Natasha

A creator who found out what happens when a big moment hits and you are actually ready for it.

[HEAR FROM NATASHA →](#)

THE CHALLENGE:

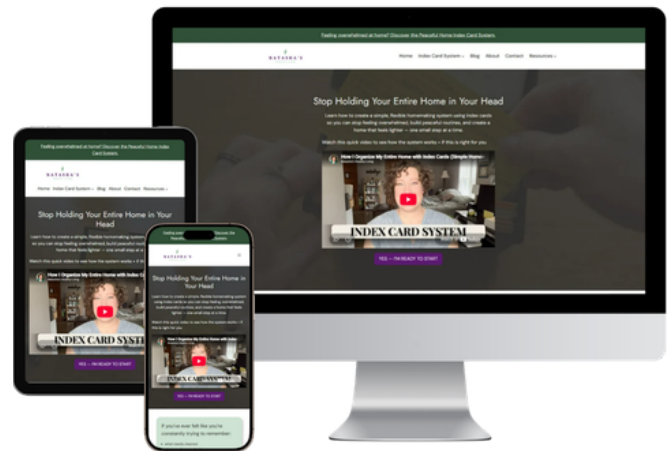
One of Natasha's YouTube videos unexpectedly took off. For a lot of people, that is the moment all the attention washes through and disappears by the weekend, because there is nowhere to put it.

WHAT SHE DID:

Nothing frantic, and that is the point. She already had a website and an email system waiting on Oh My Hi before the moment ever came.

THE RESULT:

That single video brought in thousands of new contacts. And because she had somewhere to put them, she grew it into a full line of resources, a course, and a membership.



One video. Thousands of new contacts. Because the net was already out.

"When your content starts to go viral, you need a plan to capture those leads. That's exactly what Natasha did!"

— **Becky Launder, Co-Founder of Oh My Hi**

WHY IT MATTERS FOR YOU:

Viral moments do not send a calendar invite. The only way to catch one is to already be ready when it shows up.

[BE READY FOR YOUR MOMENT →](#)

THE PARTY MODEL, REINVENTED ON HER OWN SITE.



Meet Ashley

She runs a sticker business, with some t-shirts in the mix, a little outside the direct sales world, on her own online store.

[HEAR FROM ASHLEY →](#)

THE CHALLENGE:

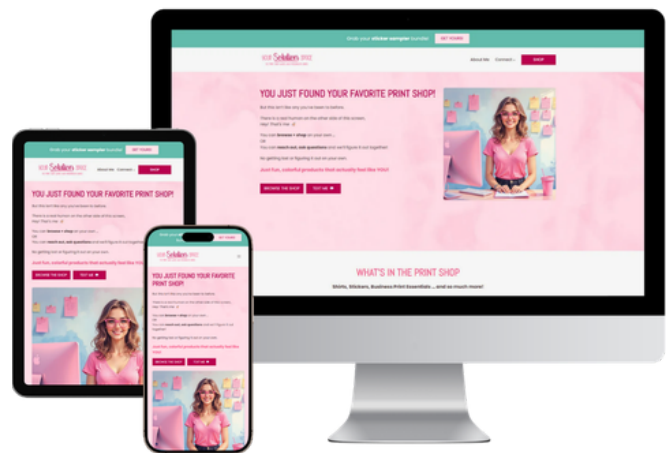
Ashley wanted a sales strategy that felt fun and personal, not just post and hope. She loved how direct sellers use parties to connect and sell, and wondered if it could work for her.

WHAT SHE DID:

She took the party plan model and ran with it, using her Oh My Hi site to host sticker parties on a schedule. Customers head over to scroll, shop, and experience a bit of her brand, with an open invite to see what's new.

THE RESULT:

One sticker party brought in \$770. Simple, personal, and repeatable, built around meeting people right where they are.



One sticker party: \$770

"Ashley took the party model we all love in direct sales and made it her own. That's the magic of your own site: you get to sell in the way that fits you."

— **Becky Launder, Co-Founder of Oh My Hi**

WHY IT MATTERS FOR YOU:

The party model is not just for jewelry and kitchenware. Any business can borrow it. And when you host it on your own site, you own the experience and the follow-up.

[SELL IT YOUR WAY →](#)

98% ONLINE, AND STILL DEEPLY PERSONAL



Meet Evelyn

She's an online business owner whose brand has grown and evolved over the years, and she runs about 98% of her business from her computer.

[HEAR FROM EVELYN →](#)

THE CHALLENGE:

When nearly everything happens behind a screen, real relationships don't just happen. You have to build them on purpose. Evelyn needed a way to connect deeply without being face to face.

WHAT SHE DID:

She uses her Oh My Hi site to do the relationship-building for her: blog posts that show up with education and value, quizzes that help her understand the challenges people are facing, and experiences that all live within the walls of her website.

THE RESULT:

Even running her business almost entirely online, Evelyn builds genuinely deep relationships, with her clients and with her team, all through her site.

"People think going all-in online means losing the personal touch. Evelyn proves the opposite. Your site can be the most personal thing you've got."

— **Becky Launder, Co-Founder of Oh My Hi**



98% of her business runs from her computer, and still feels personal.

WHY IT MATTERS FOR YOU:

Online does not have to mean impersonal. The right home base lets you build know, like, and trust at a distance, and even run your team from the same place.

[BUILD TRUST ONLINE →](#)

125 NEW TEAM MEMBERS IN A YEAR, STRAIGHT FROM TIKTOK.



Meet Amary

She's one of the top team builders in her company, and she's grown it by turning TikTok attention into real momentum.

[HEAR FROM AMARY →](#)

THE CHALLENGE:

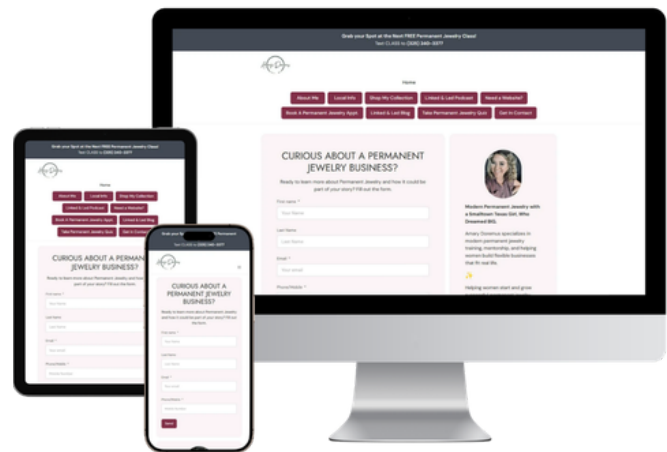
TikTok brought Amary plenty of eyes. The hard part is what happens next: catching those leads and following up before they drift away.

WHAT SHE DID:

She uses her Oh My Hi site to capture the leads coming in from her TikTok videos, all in one place. It's a simple system: reach out, invite people to learn more, and keep nurturing the ones who haven't said yes yet. She even launched her own podcast along the way.

THE RESULT:

125 new team members in the last year, with another 700 leads still in her pipeline, considering the opportunity.



125 new team members in a year.
Plus 700 leads still considering.

"TikTok can hand you the leads, but it won't follow up for you. Amary's site does. That's how views turn into a team."

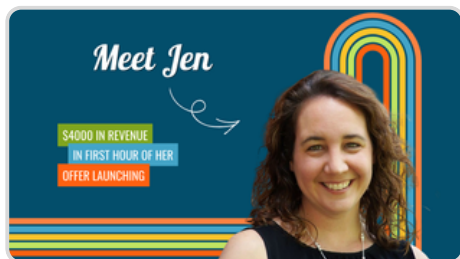
— **Becky Launder, Co-Founder of Oh My Hi**

WHY IT MATTERS FOR YOU:

Views don't build a team, systems do. When you capture social leads on your own site, you can follow up on your terms and keep working the not-yets.

[TURN VIEWS INTO MOMENTUM →](#)

\$4,000 IN THE FIRST HOUR OF HER RETREAT LAUNCH



Meet Jen

She's built a loyal crafting & scrapbooking business over the years, with a warm audience and an engaged email list that genuinely wants to hear from her.

[HEAR FROM JEN →](#)

THE CHALLENGE:

Jen wanted to grow her revenue beyond products, and she had the perfect audience for it. What she needed was a simple way to offer something new and actually get paid for it.

WHAT SHE DID:

She launched a retreat and sold it right through her Oh My Hi site, taking payments for tickets the same way she would for product bundles.

THE RESULT:

Over \$4,000 in revenue in the first hour, a testament to the warm audience and engaged list she has built.



\$4,000+ in revenue in the first hour of her retreat launch.

"Jen already had the warm audience. Her site just gave her a way to say 'here's something new' and take the payment. Over \$4,000 in the first hour."

— **Becky Launder, Co-Founder of Oh My Hi**

WHY IT MATTERS FOR YOU:

Your audience is worth more than one product line. When you can sell bundles, tickets, or experiences and take payment on your own site, you open up whole new ways to grow.

[SELL MORE THAN PRODUCTS →](#)



STILL NOT SURE IF OH MY HI IS THE RIGHT FIT?



Hop on a call with a real human
(hi, that's Lisa) and she'll help
you decide if Oh My Hi will work
for you and which plan fits best.



LET'S GRAB A QUICK CALL

