



## CASE STUDY

This is the story of how one client, Michelle\*, doubled her business in six months after she started working with me. Read on to see how we did it.

### Background: The Problem

When I started working with Michelle, she was a busy consultant with a thriving business, but just like every other woman on the planet, that's only one of the many hats she wore. She was also a mother, a wife, a daughter, a friend, and a woman who really wanted to just get some time for herself once in a while in between all those other obligations.

Michelle spent years honing her skills and her craft, and she had built a business for herself where she was in high demand with her target audience. She had a specialized skill set that made her a valuable asset to every business that worked with her, and a proven track record of success. In fact, at a certain point, Michelle began to wonder if she might just be too successful - she could barely keep up with the demand she had created for her business, and she felt constantly overworked and overwhelmed.

Michelle knew she had options; she could hire more staff, though she worried that she'd basically just be training people to take business from her if they broke out on their own after a year. She could take on fewer clients, but then of course her finances would suffer (or at least remain stagnant, which didn't feel right to her, either). She could outsource some administrative tasks, but even then, she knew that wouldn't make the kind of impact she was after.

Michelle was overwhelmed by her own success, and she felt trapped by the lack of appealing options. She was buried so deeply in the emotions of having built this business from the ground up, and all the work she had put in, that she couldn't clearly see any other choices for herself. Having done this work for years, she couldn't envision another way to do the same thing, but with a better outcome for herself and her family.

That's where I came in.



## Working Together

Michelle and I started with a discovery call, where I asked her some probing questions to help identify what she truly wanted from this business, which roadblocks were standing in her way, and how she wanted to feel as the CEO of her company. We talked about the goals she had set in the recent past, and the ones she was planning to set for the upcoming year or two.

It didn't take long for me to realize that Michelle didn't need a year or two to reach her goals; in fact, I predicted she could reach them all within six months - and I was right.

Michelle had everything she needed for success: a lot of expertise, a favorable record with her previous clients, and a roster of current and prospective clients just dying to work with her. She had all the skills, but she only lacked the confidence to make a big leap; so when I came on board, we made that leap together.

## The Solution

I encouraged Michelle to double her rates, immediately. She did, and to her surprise, people still wanted to work with her. I wasn't surprised, so I suggested she try doubling her rates again - and it worked! Michelle's average proposal grew by tenfold, and she still has a full roster of clients ready to work with her. I knew her skills were valuable, and that the companies she works with could afford the price tag - she just needed to have enough faith to try it once, and the payoff was immediate.

Michelle and I didn't stop there, either. Increasing her prices allowed Michelle the financial freedom to hire a team, which has helped her serve more clients without taking on more hours herself.

*\*I work with several amazing clients, and because of the closeness of our working relationship, they often tell me things they wouldn't necessarily share with the public. In an effort to preserve the privacy of my clients, I have changed the names and specific details of this case study; however, all of the experiences and results described here are 100% authentic to the experiences my clients have had from working with me.*



# EVERYDAY EFFECTIVENESS

If you'll remember, she was worried about hiring a team of consultants to work for her, because she was afraid she'd be hiring her own competitors. I showed her another option: to hire consultants who were happy to work for someone else's business, because they just wanted to consult without having to be the CEO of anything. This was a win-win for Michelle and her new team members, and it has worked out really well to increase the overall output of her business.

## Customized Results

Michelle doubled her business, hired a team, and actually started having more time for her family and herself without losing progress or profits. That was her definition of success, and she achieved it all, with a little bit of guidance and support from me.

If Michelle's definition of success doesn't match yours, that's to be expected! Not everyone wants the same things, and no two businesses are exactly alike. If you decide to work with me, I'm not going to give you Michelle's solution, because you aren't Michelle. You're YOU, and the solution we come up with for your business is going to be built on your unique needs and goals. I don't sell a one-size-fits-all system for every client. I work with each client 1-on-1 to identify what they want, how they're going to get there, and how we'll handle any roadblock that gets in the way. If Michelle's success appeals to you, know that you can achieve similar results; but you can also define success entirely for yourself, and we'll work toward that. My job isn't to tell you how to be successful, it's to help you identify what you want for your business and then help you take the action required to get there.

Think of it like this: Working with me is sometimes like skydiving. You know this is something you want to do; you've taken the class, signed the paperwork, and boarded the plane. But then when it comes time to jump, you hesitate. After all, that's a big leap of faith, especially if you've never done anything like this before. Lucky for you, in this scenario I'm the dive instructor, and I'm going to strap you to my chest and get you out of that airplane, one way or another. The leap isn't so scary for me, because I've made it with many clients before you, and in my own business ventures as well. I know what I'm doing, and I have enough confidence for both of us. If you trust me, we can jump together, and we're going to land on solid ground, exhilarated and proud of the achievement we just made.



# EVERYDAY EFFECTIVENESS

Michelle put in hours of work throughout this process. She made time to work on her business and not just in it; she made difficult decisions, and she faced hard truths. She had to change her mindset a few times, and she definitely shed a few tears along the way. And I was there through every step of it, ready to offer support, guidance, and resources.

When you partner with me, I don't just hand you a system and wish you luck; I walk the journey with you, and along the way I check in to make sure we're still working toward a goal that feels authentic to you and your business.

If you're ready to start that journey, [click here](#) to book a free discovery call.

During the call, I'll help you identify:

- What has you feeling stuck or overwhelmed in your business
- What your real goals are for your business in the short and long term
- Whether my coaching style would be a good fit for you to help you reach your goals

If you're ready to define success on your own terms, get serious about reaching your goals, and have help and support every step of the way: [click here to book that call](#).

I can't wait to talk to you!