

7 FIGURE CASE STUDY

HOW A
BUSINESS
COACH MORE
THAN TRIPLED
HER GROWTH

[DESPITE A PANDEMIC]



MEET BUSINESS COACH

Michele Williams



When my client Michele Williams hired me, she had already established herself as an industry expert business coach in the interior design space, yet she had hit a plateau in her business.

She had been making a few hundred thousand a year, bouncing between \$200K to \$300K and was doing **ALL** the things- launching courses, podcasting, running multiple coaching programs, running webinars, blogging, you name it.

SOUND FAMILIAR?

The place she found herself in wasn't much different from where many of my clients come in- they are ready to truly scale up their business but they haven't "*cracked the code*" on exactly how to do it. She came to me with one fundamental question...



“

How do I make
more without
doing more?



You see Michele was *maxed* out time wise. She was fully invested in her business and didn't have time or energy to add any MORE to her plate. Like many of my clients, quality of life played a huge factor in how she wanted to **redesign her business to scale**.

If you have been following me for any time, you may know that we don't prescribe to the “hustle and grind” mentality or preach to fuel yourself on 16 cups of coffee a day and grow your company at the expense of everything else around you (i.e. health, relationships, quality of life).

Quite the opposite...



We teach you to build a business that is congruent with how you ultimately want to live your life.

This often means *working less*, yet more focused hours with **high caliber clients** and on a much deeper level.

It means dedicating time to self care both mentally, emotionally and physically. It also means carving out plenty of time to have fun, take vacations and spend time with those that you love most in this world.

Yet the reality is that most business owners stuck in the low six figures don't have their business set up in a way that allows them to *scale up* and truly provides them with the ultimate freedom they crave.

Michele was no exception.

She had far too much complexity in her business.

Michele had taken the "webinar and FB ad programs," built courses, ran ads, spent years on the "launch roller coaster" and followed the gurus advice telling her to make more offers and sell them at less prices.

But all that did was leave her more exhausted. More than that, it didn't **FEEL** good or aligned for that matter.

She knew there was a better way to make MORE of an impact and cross the half million dollar mark while staying true to herself and her biggest life dreams and vision.

Michele had followed my content for a while and resonated with my message of keeping your business simple and ultra high end this means...

Working with fewer clients, getting them greater results and being paid a lot more money for your time.





Like most clients who come to me, exhausted by trying to implement what 90% of the coaching industry is teaching, the simplicity and scalability of the Expert Accelerator model is extremely appealing.

After all, who wants to build a business that feels constricting or exhausting? No one.

So Michele invested in our help to build a simple, ultra high end, scalable business model. She went all in on what we taught her and the results were life changing.

Within just eight weeks of JOINING, she made over \$300K!

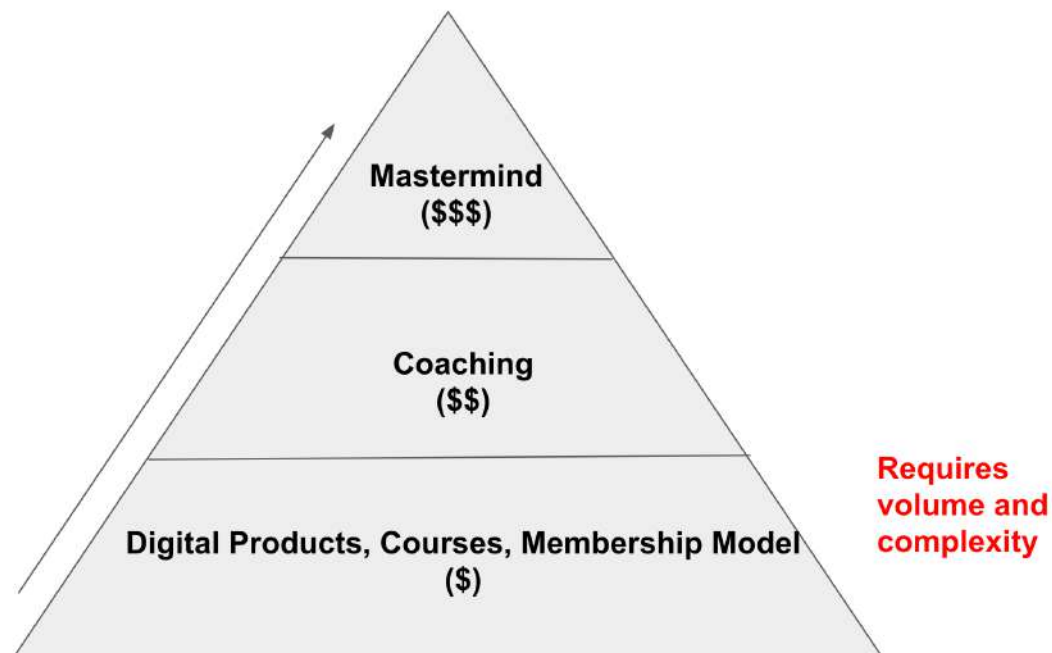
That's more than she had made the previous year combined and that was just the beginning of her incredible **journey to 7 Figures** (during a "pandemic"! So how did we do it?

From Complexity to Simplicity

First, I dove into her business model and quickly uncovered fundamental *bottlenecks* to her growth. She had too many offers and was following the outdated, course to mid ticket to higher level model preached by every internet marketer out there. This is a VERY common trap coaches fall into.

They are often sold on the "Myth of the Ascension Model" meaning start low with a cheap course and up-sell people into higher levels of working with you. I could write a whole book on the issues with this model but let me break down a few high level ones:

Myth of the Ascension Model



Problems with the “Ascension Model”



It's a pain to BUILD and *manage*



It requires a TON of **traffic**. And if you don't have traffic, you have to pay for it which also means investing thousands in paid advertising to test and you may or may NOT realize a ROI on your ad spend



The ROI of time invested is rarely worth it (especially when you start selling \$50K+ packages). Just think of the sheer volume of courses you would have to sell to hit that same number!



The people who buy your \$97 course will likely never buy a \$50K coaching package to you (i.e. different market, different needs, and most of all, different budget)

Problems with the “Ascension Model”



People that buy your course won't get results. Courses have a 85% attrition rate which means your course will end up collecting dust on someones computer (so you lose your ability to really make an impact)



More complexity. More offers require different funnels, copy, testing, optimizations, management, etc. (Who wants to do more of that?!)



And if you want to see a ROI from it, you have to spend time, effort, energy and resources dedicated to the up-sell

You can see how for most entrepreneurs, this is highly **undesirable**. Michele saw this and knew the old way wasn't aligned anymore.

She knew there was an **easier**, *better* and *faster* way to scale up her business that didn't require her doing any of the other stuff.



How did we solve this problem?

We flipped her model on it's head and went for the top (high ticket) and stayed there! We streamlined her offers from 7 to just 2 multiple five figure ones (including a \$50K program!)

This allowed her to work with only highly *committed* clients and let go of ones who weren't serious about transforming their businesses. She also stepped into a new level of confidence too by owning her experience and client results.

She raised her own VALUE and increased her prices, confidently selling \$50K packages, her biggest ones ever.

From Split Focus to Laser Focus

The next big area we focused on was **codifying** her genius.

It's not enough to just “raise prices” without understanding what it takes to truly sell (and scale) ultra high end services.

Most entrepreneurs have “split focus syndrome” with so many different offers and teachings. They have lots of ideas and give tons of training but haven't identified or focused on their “one main thing.”

Think of this as your core genius, the one problem you solve that you want to scale your business around. This is where becoming “laser focused” comes into play. The late Steve Jobs said,

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With focus and simplicity, you can move mountains.





As with all of my clients, we don't teach you to regurgitate my system (there are no Expert Accelerator certified coaches out there!)

We DO show you how to codify YOUR genius. This means taking all the ideas, teachings, knowledge and experience YOU have acquired over the years and..

Putting all together into a next level system that gets your clients big RESULTS.

Most coaching programs out there teach you to "mimic" them. This is why you have so many struggling "Certified _____ (insert "big name guru") Coaches out there.

You invest five figures into learning their model and then graduate only to find yourself drowning in a sea of other "certified coaches."

You aren't teaching anything unique just parroting someone else's system.

That is NOT how you build **expert authority** and certainly not how you SCALE an ultra high end coaching or consulting business.

We take a different approach by helping you to codify your genius into your very own SYSTEM. This becomes your “IP” (intellectual property). It gives you massive credibility and adds VALUE to your company. Best of all, it is YOURS, and not a carbon copy of everything else being taught out there.

At Expert Accelerator, we don't just show you how to identify it and build it, we go beyond that and show you how to effectively message, position and SELL it.

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This is a sophisticated process that we have down to a science.





It's all part of our **Offer** [*Impact System*] and **Marketing** [*Influence System*] that we show our clients step-by-step how to implement.

This is the exact process Michele went through. She had this vision of taking her method/teachings to the next level for years but she couldn't quite figure out how to put it all together. She taught pieces but it was fragmented.

With our help, she successfully codified it into something that she had previously only dreamed about. It all clicked. The pieces of the puzzle came together and she sold it over and over and over again.

This gave her next level confidence and a **blueprint** for knowing exactly what she she wanted to scale.

She moved quickly to monetizing her genius at a level higher than she had ever experienced.

From Stuck to Scale

Once her business was simplified (and restructured) and her offers were upgraded, we were able to tackle key systems for scaling.

By the way, most people never get to do this because they are stuck spinning their wheels and going in circles.

You must dial in your **Offer** [*Impact System*] and **Marketing** [*influence System*] before you can scale.

Next, we moved to our advanced strategies to dial in Michele's **Sales** [*Money System*] and create smart **Marketing Systems and Team** [*Freedom System*].





The reality is most people build funnels they never use. They hire expensive agencies to do work they don't even need one (or are ready for). They use tools that aren't necessary or invest in marketing strategies that don't lead to a ROI.

When it comes to scaling high end coaching and consulting businesses, we know exactly WHAT to build, WHEN to build it, WHO to hire to help you and WHEN to hire them.

We also believe timing is everything which is why our model is set up so intentionally.

You can have your business run like a well oiled machine. You can automate to free up your time. You can have smart systems that allow you to grow and you can have an awesome team to help you get there.

This next phase took Michele well beyond her initial goal of \$500K that she set when joining our program and landed her at 7 figures.

Incredible right? And she did all of this without spending a dime on paid advertising, cold spamming people, running webinars, exhausting herself with launches, up-selling or sacrificing her health or relationships.

The best part?

Not only did she make MORE money than ever while working with FEW (yet more committed) clients, but she took vacations with her family and restructured her business to have 1 week off per month, a dream for most entrepreneurs!

But it doesn't stop there because although her results were incredible (especially given the aligned lifestyle she was able to achieve) but....

Now we have dialed in things so tight that she will seamlessly continue to scale her growth each year.





This is the Expert Accelerator Method in ACTION.

Michele is an amazing coach, an incredible client and a perfect example of how it is possible to achieve life changing results when you find a coach and program that is in total alignment with what you want to achieve and then take action.

*By the way, her target market is the interior design industry. They were hit especially hard by Covid shutdowns (Supply chain from China was cut off and suddenly they couldn't go into people's homes to do design work).

Many coaching businesses went under last year. Even though her industry was among the hardest hit, Michele still more than tripled her growth.

This was the case for other clients of ours ranging from leadership, executive, career coaches, educators and more. Yet, in Michele's case, this just makes her results that much more powerful.

Meet Jessica Yarbrough

Hi, I'm Jessica and I've developed a reputation of being one of the best Business Strategists to scale up high end coaching, consulting and training businesses.

I've helped my clients go from frustrated and stuck to quickly monetizing their genius at the highest level and transforming their business into one that is impactful and scalable.

These days you will find me hanging out in sunny Carlsbad, California, running high level programs, traveling the world, and helping incredible entrepreneurs just like you to grow their business.



Want Our Help?

If you'd like to learn more about how the Expert Accelerator Method can help you to take your business to the next level, then apply for a Business Strategy Call.

FYI, we don't accept just anyone into our programs. If we don't feel it's a fit, we will let you know, I promise. Our goal is to create incredible case studies and get you massive results.

We are looking for like-minded individuals who share our same values and are ready for **exponential growth**. So if you are ready to scale up, then let's have a conversation. This one call alone can change everything.

We look forward to speaking with you!

[APPLY FOR A CALL](#)

