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## REBRANDING + REPOSITIONING

Transitioning from business owner to expert allowed Michelle to land larger contracts, grow her brand, and command a higher price for her services.

### BACKGROUND + GOALS

Michelle is the owner + CEO of a very successful consulting firm in Australia and she wanted to transition into more of a speaker/expert role as opposed to a practitioner.

### DELIVERABLES

Initial Marketing Strategy  
Monthly Coaching Calls

### PROJECT DESCRIPTION

We worked with her team to develop a personal brand site that highlighted her as a business owner, speaker, author, and expert. She also leveraged relevant publicity to further build her brand. This strategy allowed her to reach out to current clients and deepen their relationships based on her broader approach.

### RESULTS + OUTCOMES

Michelle's business grew 65% as a result of her increased authority and positioning as an expert in the space. She also began receiving invitations to speak at industry conferences both in Australia and abroad.

### FEEDBACK

**"Over the past 12 months Brette has coached me through a "rebranding and repositioning" strategy, resulting in 65% business growth. Brette's personable and professional style was able to reconnect me with my true purpose and focus upon what I truly loved. As a business owner, Brette coached me in providing marketing strategies in the publishing of my new book and creating a successful sales funnel for our various services."**

"Brette's "can do" attitude and attention to details are a difference maker."

## PRODUCT LAUNCH

Launching both his book and his business, Mike landed "best seller" status AND was featured in Yahoo! Finance.

### BACKGROUND + GOALS

Mike had recently left his corporate job and was starting a consulting company in the finance field. He wanted to launch successfully with the built-in credibility that a book and best-seller status would give him.

### DELIVERABLES

Marketing Strategy  
Content Calendar

### PROJECT DESCRIPTION

We worked with Mike's existing contacts to build awareness, drive sales and reach best-seller status. From there, we leveraged that to gain publicity in relevant news outlets like Yahoo! Finance. Once the book launched, it was crucial to create a content calendar to stay in front of his new following.

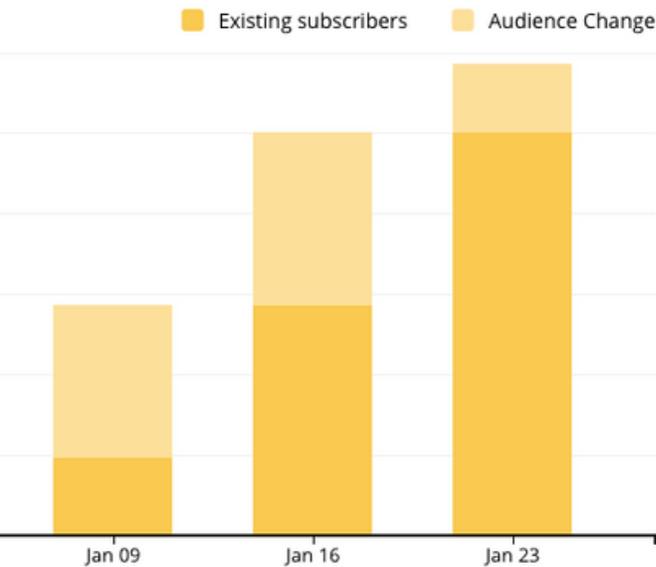
### RESULTS + OUTCOMES

Amazon Best-Seller  
Social Growth + Engagement  
PR exposure in big-name outlets

### FEEDBACK

**"Brette gets it! She was instrumental in her contribution to make Gratitude Marketing a best-seller. I appreciated her enthusiastic guidance as we moved forward to spread the message."**

# AUTHORITY + LEAD GENERATION



With the addition of an automated + strategic marketing funnel, Winter grew his subscriber list and prospects by 900+% over just 30 days.

## BACKGROUND + GOALS

Winter is a financial advisor who has a large presence on TV and radio networks in his market. He was successful, but felt that he was missing opportunities with the large number of people that were seeing and hearing him every week. He also realized that if he ever stopped investing in TV and radio, his lead flow would slow dramatically.

## DELIVERABLES

- Marketing Strategy
- Personal Brand Website
- Lead Generation Tool
- Automated Email Campaigns
- Weekly Marketing Consulting

## PROJECT DESCRIPTION

We determined that there was a large group of people that Winter was missing with his current call to action and offer. Since financial services are such a timely decision, we wanted to be able to offer value to those who heard from him without requiring them to call in the office. Thus, we created an assessment and subsequent email sequence for prospects to take and receive a snapshot of their situation. The following emails encouraged them to set an appointment, refer a friend, etc. This allowed Winter to capture the contact information of many more prospects and nurture them to become clients.

## RESULTS + OUTCOMES

964% Growth in Email Subscribers over 30 Days

"I highly recommend Brette to help any business owner who wants to grow their business."

## BUSINESS GROWTH

Peter grew + diversified his business by launching a podcast, consistently growing his following, and landing a feature in Accounting Today.

### BACKGROUND + GOALS

Peter wanted grow his following and diversify his product offering outside of just workshop scenarios.

### DELIVERABLES

Marketing Strategy  
Monthly Coaching Calls  
Social Content Calendar  
Magazine Article Creation  
Monthly Newsletter

### PROJECT DESCRIPTION

We worked together to define what his audience would value, create product offerings that led to residual income, and built his social + email following.

### RESULTS + OUTCOMES

Throughout our time working together, Peter launched his podcast, grew his social media following, and had articles placed in Accounting Today.

### FEEDBACK

**"Brette was so easy to work with and extremely knowledgeable in the world of marketing. She taught me a lot about how to grow your business through content marketing. She pushed me outside of my comfort zone frequently and to be honest, I am glad she did! That is where the magic happens. I highly recommend Brette to help any business owner who wants to grow their business."**

"In my many years of corporate experience, I've encountered many levels of marketing and still found her marketing knowledge to be refreshing and extensive."

## BUSINESS PLANNING + LAUNCH

Through strategic planning and marketing funnel development, Jan was able to launch her business successfully and have her marketing work in the background.

### **BACKGROUND + GOALS**

Jan had a story and gift to share, but wasn't sure how that would manifest itself in a business form. She was looking for guidance regarding structure and positioning for her new business venture.

### **DELIVERABLES**

Marketing Strategy  
Marketing Funnel Development  
Monthly Coaching Calls  
Audience Development

### **PROJECT DESCRIPTION**

We worked together to identify the ideal journey that her prospects would walk through and how we could add value to each point. From there we built out the product and service offerings to best fit their needs.

### **RESULTS + OUTCOMES**

Creation of Personal Brand Website  
Development of Automated Marketing Funnel  
Successful Launch Event

### **FEEDBACK**

**"It was my pleasure to work with Brette when she provided marketing support while I was publishing my book. In my many years of corporate experience, I've encountered many levels of marketing and still found her marketing knowledge to be refreshing and extensive. She was thoroughly delightful and helpful and a complete joy to work with."**

"Brette provides value beyond expectations--I have loved working with her!"

## CONTENT CREATION

Karen had three different audiences that she was marketing to, so we developed a content strategy that would reach each one individually.

### BACKGROUND + GOALS

Karen had a hard time managing her varying goals. She was trying to bring on new franchisees, market her company to potential customers, and sell her online course to interior designers.

### DELIVERABLES

Marketing Strategy  
Monthly Coaching Calls  
Social Content Calendar  
Monthly Newsletter

### PROJECT DESCRIPTION

We worked together to identify what would work best for each audience and how we could automate and repurpose content so that she didn't spend her entire day marketing.

### RESULTS + OUTCOMES

As a result of the project, Karen was able to empower her franchisees to market, provide on-brand materials for their use, and maintain a consistent social strategy to reach consumers.

### FEEDBACK

**"Brette is an incredibly talented and knowledgeable professional with expertise in business growth for individuals in business or starting a business. She provides value beyond expectations--I have loved working with her!"**