

How Hailey Gained Four Clients and Speaking Gigs by Using Instagram

While working with Savvy Sisters Solutions

Hailey Thomas is a business and mindset coach that helps business owners and entrepreneurs get very clear about where they are going in their business and then she helps them to work on becoming the person who gets the results that they need. Her clients are looking to double their revenue, redesign their business to fit their personal needs. Looking at how what they do with their work impacts their personal life and making those two pieces work together.

Success for Hailey looks like her clients having success and hitting the goals and making the changes they want to see in their life. She talks a lot about mindset but she also wants to see how they are communicating, how their business is shaped and how much they are taking home. She looks for quantitative data that we can look at and see change. Success for her business at full capacity is 15 1 on 1 clients. Success is finding 1:1 clients that fit Hailey and want to work with her, and are a good fit for the type of people that I want to be working with.

CHALLENGES

In my business I wanted to be more specific and more diligent about the outreach that I was doing. I spent time networking but I wanted to take time on a platform so people can get to know me and so I can get to know them so when they get to a consult or a discovery call its simply a yes or a no. They are already bought in and excited about coaching before getting on a discovery call. I had a FB page that I updated every 8 months, a podcast, and an email list. But no other social media besides occasionally using LinkedIn a few times a week with no clients or traction.

I had aversion to being on social media since I did not have social media so I felt excited and happy that I wanted to engage in. I didn't take any photos. It's crazy to think IG is where I'm finding success because I used to say I take bad pictures, or idk what to take pictures of. Not knowing what to post was a challenge.



Hailey Thomas
BrainSpaceOptimized

SOLUTION

I was looking for consistency and decided to hire the Savvy Sisters. I liked how Natalie and the team would be a partner. You couldn't hire a VA to shape your strategy, and I to tell you what to do. So I needed a partner to show me what I needed to do and what each tool needed and how things needed to be shaped and how hashtags, stories and videos worked. I wasn't interested in working with a beginner because I didn't want to learn.

I love that Natalie has a small team and multiple clients but she treats each client like they are their only clients.

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RESULTS

In the first month, I got invited to do a speaking event based off what we had been posting. Out of that I got one client, and as a coach my packages start at four figure price range so this was a big win. Since then I get asked to speak at two more virtual events, and have added three more clients. They also created an opt-in "e-book" to join my mailing list. I have had 4-5 leads that come every month that come from that opt in. Another big win was that I learned that I could enjoy to be on IG which is surprising because I hated it back in April. I learned to enjoy and be on IG when I couldn't imagine when I hated it back in April.

Working with the Savvy Sisters has been profound in that some people find me just from IG but it has allowed me to step up and the schedule that we're on helps me to be a leader because that's what I'm working on. It keeps me thoughtful on solving problems for clients and using the platform to share content that helps my clients and be an expert in what I do. It has made me more proficient at solving problems more regularly for my clients.

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Natalie is kind and gentle but sets a standard for what to do on social.

I have been able to bring in four clients already since working with Savvy Sisters Solutions. My packages run from 4k-6k, so this is a significant amount to be bringing in strictly from social media. I love that with Savvy Sisters Solutions I have a team working with me, they always give me new ideas to implement on my Instagram account. I love that I don't have to think about content ideas or learn what to do because they are experts in their field. Since working with Savvy Sisters, I have come to love Instagram, and love creating a space to solve problems for my clients and for them to get to know me.

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How Wendi Grew a Successful Facebook Community

While working with Savvy Sisters Solutions

Wendi McNeil is the founder of Charli Jane Speakers Club, which was founded in 2002. She helps speakers to achieve a booked speaking schedule. Wendi helps new and advanced speakers in booking their speaking schedule through the Charli Jane Speakers Club. She provides speaking opportunities each month as well as tools, resources and an amazing community of speakers. She also provides courses, coaching and has been designing speaker OneSheets for 15 years. Wendi loves to be able to help speakers get in front of the audience they are meant to serve and in front of those people who desperately need to hear their message, even if it's only one speaker at a time because they have the power to change lives with their message.

CHALLENGES

My business was growing and I was beginning to run out of time in the day. I wanted to put in place more consistency because consistency builds trust. My biggest challenge was how to do everything in a day. My to do lists kept growing longer. After a while I was becoming non-productive because I was overwhelmed with all of the tasks, so I became unfocused. It was difficult because I knew I had multiple things I had to do so I fixated on that rather than getting tasks completed. I would get 'Shiny Squirrel Syndrome' and not actually be productive on what I needed done.



Wendi McNeil
Founder of Charli Jane
Speakers

"As my business grew, so did my to-do list. I was struggling to get everything done in a day."

SOLUTION

I started to outsource projects and tasks to team members. I found my team mainly through a Facebook group I was in or a referral. I found Natalie through a Facebook group and I began to work with Natalie, and Savvy Sisters Solutions in July of 2019.

The only thing I was nervous about was stretching my budget. But once you hire a team you can grow it took me well over a decade to learn that. What I found most compelling and the reason I decided to go with Natalie was her personality, and communication skills, her eagerness to learn, and her respect for others. Implantation was easy and quick. It didn't take long for Natalie to pick up on what I needed, she was eager to learn what I was looking for, and got everything done in a timely manner.

"Once you hire a team you can grow. It took me well over a decade to learn that."

RESULTS

Natalie and her team have solved the tasks that I had given 100% plus. There is never a moment I have to hesitate if something is done. Every time I ask, it is done perfectly.

My time is now freed up, which was one of my biggest challenges. I now have the time to work on my business growth and projects.

Natalie goes above and beyond everyday taking good care of my group members and the club members, that's what's most important to me. It's so important to me that they are taken very good care of and that they know we do care about them as a person and we want them to have success in their speaking business. A huge benefit that I have had is group retention. When we show up for our people and really care, really help them move forward they want to stay within that community.

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