

CASE STUDY

SMALL BUSINESS OWNER

Clarity that Fuels Revenue

SITUATION

An established entrepreneur was overwhelmed by too many service offerings and unclear priorities. She lacked insight into profitability, market pricing, and where to focus her time for the greatest impact. Despite working tirelessly, the payoff just wasn't there.

APPROACH

Together, we assessed her product lines to determine profitability, reviewed her pricing structures and margins, and benchmarked them against market standards. We revised her pricing to better reflect the value she delivered. We also streamlined workflows and shifted her focus to her most profitable services. Finally, we re-evaluated how she sourced business, prioritizing strategies that delivered the strongest return.

SOLUTIONS

By aligning her offers, pricing, and time with profitability, the business owner gained clarity on what truly drove her business forward. Coaching sessions provided accountability and tools to help her stay focused on high-value activities while letting go of unprofitable ones.

CHALLENGES



Time and Energy Scattered



Unclear Pricing and Profitability



Hard Work without Results

RESULTS



+40% Increase in Business



Aligned Pricing with Market Value



Clarity on Most Profitable Services



Greater Focus on High Impact Activities



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