

# How Beth Hendler-Grunt became a featured jobs expert for the WSJ, NYT, Fortune and CNBC, wrote a book and had her best year ever.

A Business Re/Design Case Study



**BETH HENDLER-GRUNT**  
President, Next Great Step, LLC

**Beth wanted to scale her business to the next level and wanted guidance on how to re/prioritize her efforts.**



## **THE CHALLENGE**

**"I work a lot of hours on this business... probably too many hours for the revenue return.**

I've been growing my business and moving in a positive direction for a few years... but too slowly. I want to scale and make it more substantial, but not sure how to do it.

I need someone to look at my business and help me find the opportunities for growth.

## **We kicked off by assessing Beth's 3 H's...**

### **HISTORY**

Overwhelming success guiding Fortune 500 firms, then translating those techniques for college grads to land a job.

### **HANGUPS**

Focused on day-to-day tactics, but not high-level strategy.

### **HEROICS**

90% of clients land the job of their choice and her business grows every year.

(tightly edited for brevity!)

**"I was progressing but I felt like I was doing the same thing every day. I wanted to see the incremental results that I knew were possible. That was the tipping point for realizing I needed help."**

**BETH HENDLER-GRUNT**

President, Next Great Step, LLC

# THE SOLUTION

**Optimize Beth's sales approach, repackage her most scalable program and raise prices by nearly 50% .**

"My sales pitch, marketing letters and offers are more on target – and deliver a stronger message than previously."

## FRAMEWORK FOR THE EVOLVING ENTREPRENEUR

1. **INQUIRY** :: We started with a review of Beth's History, Hangups and Heroics to get a snapshot of what was really going on and pinpoint specific areas ripe for change.
2. **INVENTORY** :: Using the Money Mapping Inventory™ as a guide, she took stock of her intellectual assets, experience and ideas so we could mine for the unique value only she possesses.
3. **INNOVATE** :: Then, during a half-day intensive, we created her strategy and corresponding offer design for ideally aligned, exciting revenue opportunities .
4. **IMPLEMENT** :: As Beth executed her new strategy, she received 90 days of attention from Carolyn on her business model, positioning, messaging, marketing, sales and mindset to generate a steady demand for the value only she delivers.
5. **OPTIMIZE** :: Beth got a 24-hour response to any burning questions as she actively calibrated her strategy to maximize the ideal balance of meaning, happiness and profit.

# THE RESULTS

**"I've been able to grow my business in a way that I did not think was possible prior to BEYOND."**

"I knew there was an opportunity to scale but I didn't know how to do it.

Carolyn has an excellent ability to see the opportunities and help you execute them.

To this day, the pitch that she helped me create has been highly effective and instrumental in closing business.

We had our best year ever in 2021.

And I just wrote a book that's coming out next year. All good things."

# Want to figure out what's next for your multi 6-figure business with a strategic thought partner by your side?

Click the button below to schedule an ideation session with Strategic Business Coach Carolyn Herfurth to discuss your History + Hangups + Heroics and explore whether or not going BEYOND is right for you.



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