

How Mary Cravets Reignited Her Confidence, Sharpened Her Sales – and Increased Revenue 50% Within 12 Months

A Business Re/Design Case Study



MARY CRAVETS
Founder, Simply Get Clients

Even though everything looked good on paper, Mary's spark was fading — and with it, her energy and confidence.



THE CHALLENGE

"I've been at this point for a long time and it's good, but it's not great. And I find I'm losing enthusiasm and confidence in everything I'm doing."

Mary had reached an invisible plateau.

Her proven model still worked — but it no longer felt aligned. And no matter how hard she tried, she couldn't see how it could evolve into something more.

We kicked off by assessing Mary's 3 H's...

HISTORY

Built and maintained a multi 6-figure business with a solid client base and steady revenue.

HANGUPS

Her client conversion rate hovered between 25-35%. She felt her efforts weren't translating into meaningful growth.

HEROICS

Has a reputation for helping clients generate more leads and businesses growth with measurable results.

(tightly edited for brevity!)

"I'd been in this steady place for a long time. The business was good, but it wasn't great. I couldn't see how it would translate into something bigger. And I felt like my own enthusiasm was slowly draining away."

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THE SOLUTION

Simplify Mary's overall business model, increase her close ratio, and zero in on a streamlined client journey.

"I cut out a lot of dead weight — not bad stuff, just stuff that didn't need to be there anymore. And my conversion rate doubled after changing up talking points and the CTA."

FRAMEWORK FOR THE EVOLVING ENTREPRENEUR

1. **INQUIRY** :: We started with a review of Mary'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 Mary 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** :: Mary 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

"This plan is worth the risk of bigger investment — because it's the right plan."

After listing all my assets and programs [to prepare for the innovation session with Carolyn] I felt more scattered than ever.

But we cleaned things up and got the best of it to that next level of quality — from increasing our sales closing rate from ~25% to 54% — all the way through to a clearer client journey that was much more streamlined.

As a result, I increased revenues by 50% within 12 months of making the decision to hire Carolyn.

Want to figure out what's next for your multi 6-figure or 7-figure business with a strategic thought partner by your side?

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



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