

# How Pia Silva made \$180,000 with a brand new offer and avoided impending burnout.

A Business Re/Design Case Study



**PIA SILVA**

Founder of Badass Your Brand

**Pia wanted to create a new, multi 6-figure revenue stream that would get back the energy and excitement she'd had in her business so many times before.**

## **THE CHALLENGE**

**"Replacing a multiple 6-figure revenue generator that was no longer exciting for me to deliver.**

Oddly, I lost the motivation and excitement that I used to have and wasn't sure what my next move was. Although I've taken lots of different programs and courses... this was something different. This was something I needed someone really special to "mind fix" me.

I had an idea, but there were a couple of pieces that I didn't know how to put together. And I'd been too scared to move ahead with it because it was a bit of a leap for me."



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

### **HISTORY**

"For 10 years, change has been a perpetual state of existence.

I've always known my next move."

### **HANGUPS**

"I was drained from building funnels and wasn't in a place to think big for myself.

I didn't know what to do next."

### **HEROICS**

"Author, course creator, branding agency owner, Forbes writer, Mom of a toddler.

Protective of my 3-day workweek."

(tightly edited for brevity!)



I'd always been able to figure out the next move on my own. Was it even possible for an outsider to help me create my next big thing?"

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# THE SOLUTION

**"A clear strategy that set up our year... before the year even started.**

BEYOND gave me a half-day strategic intensive and the follow-up coaching for the clarity I was craving. Carolyn helped me unstick things that had been blocking me from moving forward with certain ideas I had."

## FRAMEWORK FOR THE EVOLVING ENTREPRENEUR

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

**"Within 30 days of hiring Carolyn I sold \$180,000 worth of business with my new offer.**

I'm glad I chose Carolyn as my strategic thought partner because based on the initial response, business owners jumped on my new offer. (And the price change on an existing evergreen offer generated new sales too!)

Within a couple of weeks, Carolyn coached me from not knowing what I was going to do next — to selling out a new, high ticket program — without interfering with my 3-day workweek.

Which left me plenty of time to create and deliver a TEDx!

I have never had this kind of ROI on anything I have ever invested in, nor have I gotten the results so quickly from anything I've ever invested in. Carolyn's my woman whenever I want to jump to the next level."

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

Click 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 for you.



[EXPLORE BEYOND](#)

**carolyn  
herfurth**

STRATEGIC BUSINESS COACH

