

A CASE STUDY: Focus Consulting



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“I lacked clarity around how to share action plans with clients. I would give them great advice and throw around some handouts that were semi-helpful, but it felt scrappy. Casey helped me to shape the content into clear, actionable tools that I could use to serve clients. And, frankly, having them also helped me sell new clients. When they were able to see the work I was doing as highly polished, it gave me credibility.”

- Kristin Wiersma, Focus Consulting

The Problem

As a new business, Kristin, CEO of Focus Consulting, had not yet developed the custom content that would set her apart from her competition. Without this, she was one of many options for a general crowd of potential clients.

The Solution

We helped Kristin see the value of her unique perspective, leading to a custom Healthy Teams Framework, as well as all the materials to promote, sell and lead a 1/2 or full-day workshop on her proprietary content!

New Materials

- Custom Framework Graphic
- Landing page to promote the workshop
- Workshop Workbook
- Workshop Slide Deck
- Interview Guide