



CLIENT CASE STUDY

From Frantic To Free – Building A Sustainably Profitable Online Coaching Business

“SELLING IT IS THE FUN PART!”



Kristen Allen

Business Coach

<http://www.kristenelizabethallen.com/>

IN NEED OF A BETTER WAY

When Kristen Allen started working with Carolin, she had just finished a large and exhausting launch. During the launch, she was working most nights and weekends trying to pull it all together – and although it was a great learning experience, Kristen realized that it was not at all sustainable for the life or business she wanted to create. She knew she needed a more leveraged model – she had become a slave to her computer, and needed to be rescued.

KRISTEN’S BUSINESS TRANSFORMATION

Kristen no longer accepts one-on-one clients, as she has transitioned to a group program where she is enrolling new clients every single month. She no longer feels the pressure of huge launches, or the stress of inconsistent income from month to month. Her business is more sustainable, enables her to work with more clients, and helps her make more of an impact.

KRISTEN’S RESULTS

Kristen says that one of the things she has gained from Carolin is the value of simplicity. She does not have 10 different, complicated funnels or do fancy launches. She has something that’s working, scalable, and extremely manageable compared to what she was doing before – and is seeing better results than when she was hustling all the time and doing one-on-ones! Kristen says, “I am making more money with less time. That’s Carolin’s process.”