

From Posting Goals to Becoming the Known Voice

CLIENT

A faith-based speaker and founder of a women’s membership and a 12-week faith study.

THE PATH

STEP 1 · DIAGNOSTIC

ProfitPath™

Found she had built more than her pages showed, and that her highest-value audience wasn’t on them.

STEP 2 · BUILD

PathMaker™

Built the S.T.E.A.D.Y. framework, a content system and a map of new audiences, including women leaders at work.

STEP 3 · PROOF

Trust360™

Turned her own experience into three case studies and a testimonial habit for every talk.

EXIT

[Confirm]

[What she chose after the walkthrough]

THE SHORT VERSION

BEFORE

Chasing a video posting goal, with three founding sign-ups and a blog waiting for something to say.

DURING

The diagnostic looked at what was working, what was missing, and where money was being left on the table.

AFTER

A mapped-out path with milestones, a new business segment, a content system, and proof built in.

Before, During, After

BEFORE

Where she started

- Effort centered on shorts, lives and hitting a video posting goal.
- The real goal: become the known person in her niche.
- Three women signed up for her founding faith study group.
- A blog waiting to launch, with nothing yet to put in it.

DURING

What the work surfaced

- Reviewed the business model, looking for blind spots and money left on the table.
- Showed how the three founding members' stories could open into many audiences and talking points.
- Reviewed her audience segments for blind spots and new revenue opportunities.
- Identified services she was underselling.

AFTER

What she walked away with

- The S.T.E.A.D.Y. framework, with milestones she can improvise around.
- A content system: her page lines and four-beat format mapped into talking points for articles, posts and talks.
- A new business segment (women leaders at work), new revenue streams and three workplace talk outlines.
- Trust360™: a Case Study Finder, three case studies drafted from her own stories, and a testimonial habit for every talk.

MEASURED AT DELIVERY

By the Numbers

15+

Audiences mapped from the stories of three founding members

27

Analogies across six core messages

1

New business segment: women leaders at work

3

Workplace talk outlines

3

Case studies drafted from her own stories

WHAT MADE THE DIFFERENCE

Her material was never the problem. The diagnostic showed she had already built more than her pages showed, and that her highest-value audience wasn't on her pages at all.

PathMaker™ organized what she had and pointed it at the right rooms. **Trust360™** turned her own experience into proof.

*Measured at delivery: what was surfaced and what the client walked away with. No post-delivery results are claimed. **More case studies:** seanmatkinson.com/case-studies*