

Client Case Studies



A snap-shot of recent client projects
and what their results have been
because of working with me.



THE PROJECT

Rhonda Noordyk: Financial Divorce Advocate



How this expert in the financial arena **increased her revenue by 77% in just 60 days** and is positioned for 7 figures by the end of 3 quarters.

01 Case Study

Rhonda Noordyk: Financial Divorce Advocate



When Rhonda came to me, she was faced with the challenge of **a stagnant brand with a successful business.** She was approaching her 10 year anniversary building a solid reputation in her industry and had implemented strong systems with her team to serve her clients at a high level. She was not seeing growth like she had in the early years of her business.

She knew it was time for her BRAND to catch up to her business so that she could SCALE and SERVE more women facing divorce.

We implemented my **Million Dollar Brand Method** that focuses on the clients' insights, research, and our **MVP Essentials™** (Mission, Values, Vision, Voice and Purpose).

We do this all in JUST TWO WEEKS!

Within 60 days of implementing her new brand, her business has seen a 77% increase in revenue and an increase in her marketing ROI. In addition, her new book was featured in Times Square and hit the New York Best Seller List within days of its release.

01 Case Study

From The Women's Financial Wellness Center to Rhonda Noordyk, Financial Divorce Advocate

BEFORE



AFTER



During our Brand Intensive Workshop, we spend intentional time white-boarding the brand into life.

Asking questions is one thing, but asking the *RIGHT* questions is crucial for a successful Brand Strategy.

This is where we discovered that her name needed to take the front seat of her brand that would position her as not just an expert, but *THE* expert that others are following.

These vital components of her brand became the foundation for her **comprehensive Strategic Brand Guidelines**, showcasing the visuals, colors, mood and fonts so that all marketing channels are cohesive.

01 Case Study



Rhonda Noordyk
Divorce Advocate



#F2506E

#F2A2B1

#04D9C4

#5A7302

#F2F2F2



We leaned into her **bold voice** as an advocate for people who feel they do not have a voice. Because they feel confused by the legal and financial terms coming at them all at once, **positioning Rhonda as the calm in the storm with a compassionate yet strong voice**, was the right decision for her brand voice, visuals and values.

Choosing colors and images that align with the MVP Strategy (mission, values, vision, voice, purpose) is not just a good idea, it is ESSENTIAL for a brand that connects and converts.

Brand photos and a color palette that is feminine, compassionate, strong and bold was the perfect choice.

No more blending in with a soft color palette, it was time to stand ALONE as THE brand in the industry.

She has now been asked to join an exclusive board of advisors in her industry and is being recognized as a thought leader.

01 Case Study

Rhonda Noordyk: Financial Divorce Advocate

*"She nailed my brand. I mean she just **nailed** it."*

*"In the Brand Intensive Workshop, I started crying... because **the brand was such a strong manifestation of my values and how I run my business that I couldn't help but get emotional.**"*

*"Now we attracting **more of our ideal clients.**"*

*"My Brand is the foundational piece that allows me and my marketing team to **know the direction that we're going.**"*



02 Case Study

Molly McGarry: Miss Molly's Catering



How this established business owner went from being a caterer to building a **recognizable brand** for her catering business and scaled to open a local cafe.

02 Case Study

Molly McGarry: Miss Molly's Catering



Project Overview:

A local caterer approached me seeking assistance with thier struggling business. They expressed distress over the **outdated brand, frustration with technology,** and a non-existent email list.

Additionally, they wanted to build a stronger online presence and generate more customer engagement. With this in mind, I **devised a strategy to revitalize her brand,** implement effective digital marketing techniques, and create a buzz around her services.

The Results:

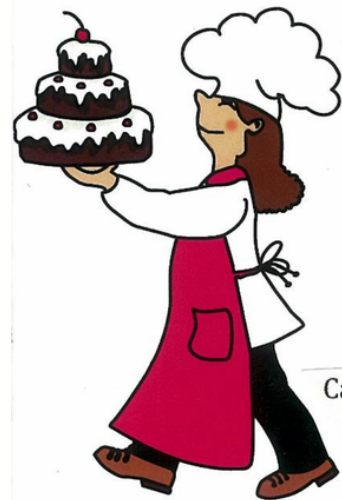
The results of our efforts were remarkable. Within a few months, their social media following doubled, and customer engagement skyrocketed.

By doubling her following, building a thriving email list, and streamlining the ordering system, we helped them regain confidence in the brand and achieve remarkable growth.

02 Case Study

From Miss Molly's Catering to the Red Apron Cafe

BEFORE



AFTER

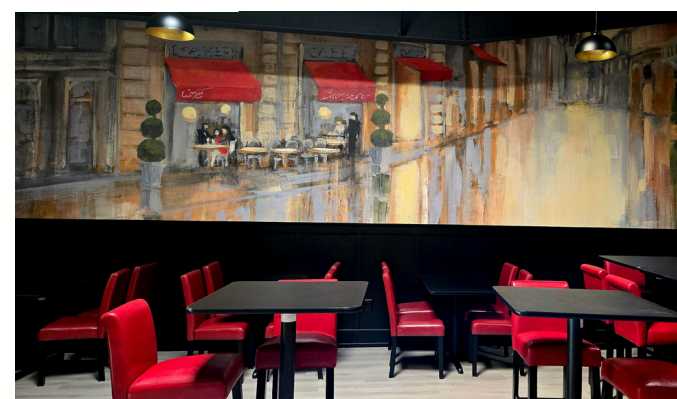


We updated her character for the brand and infused her **brand voice with energy and humor**. Her brand became easily recognized and spread fast in the small town.

We not only upleveled her brand, but **we gave her systems and processes along with her digital footprint** to make ordering from her online a piece of cake. We digitized her weekly meals and now her cafe menu so that everything for both of her businesses is under one roof.

Miss Molly's Catering clients are referring her like hot cakes and her cafe is becoming the talk of the town. **She has also been a retainer client for us since 2022 and we have built a trusting relationship.**

02 Case Study



Miss Molly's Catering offers a fun, energetic and approachable catering and dining experience that's bringing creative twists on classic American comfort foods to Ozaukee County. What started as a one-woman show out of Molly's home kitchen has now expanded into a full-service catering operation and the brand new Red Apron Cafe, where locals can indulge in Molly's signature comfort food favorites nearly anytime their cravings strike.

Choosing colors and images that align with the MVP Essentials™ (mission, values, vision, voice, purpose) of the brand is not just a good idea, it is ESSENTIAL for a brand that connects and converts.

We chose colors that emphasized bold and yet comfortable flavors, to reflect Molly's hospitality and passion for good food.

02 Case Study

Molly McGarry: Miss Molly's Catering

*"Heather has really taken our brand to the **next level.**"*

*"She has gone above just building our brand and marketing strategies, she has **implemented systems and processes for our business so that we can scale.**"*

*"My **revenue has steadily and consistently grown** since working with Heather."*



03 Case Study

RTC Products



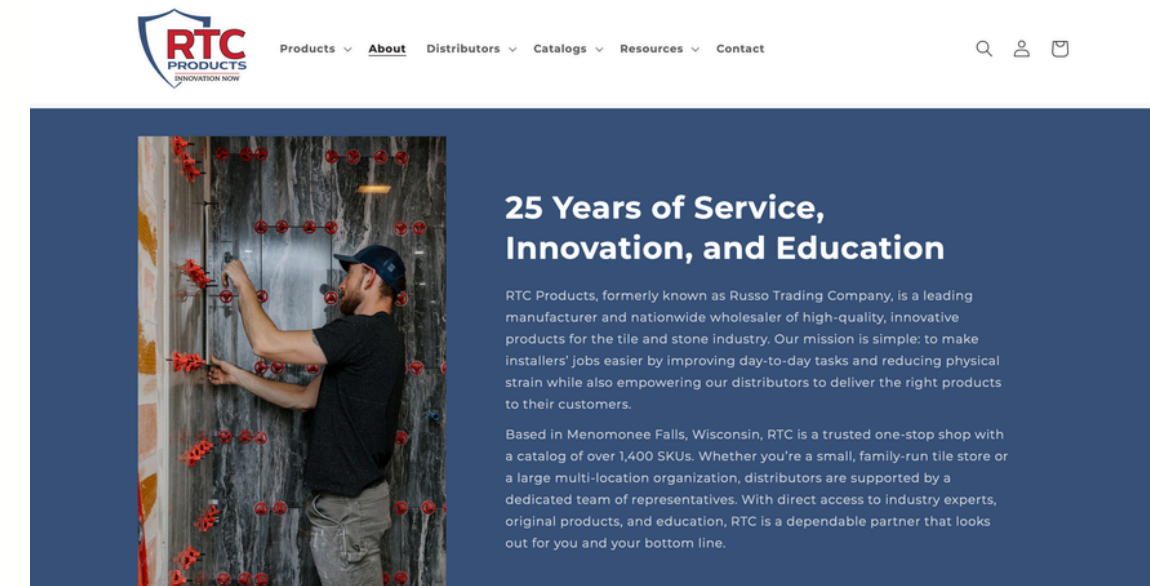
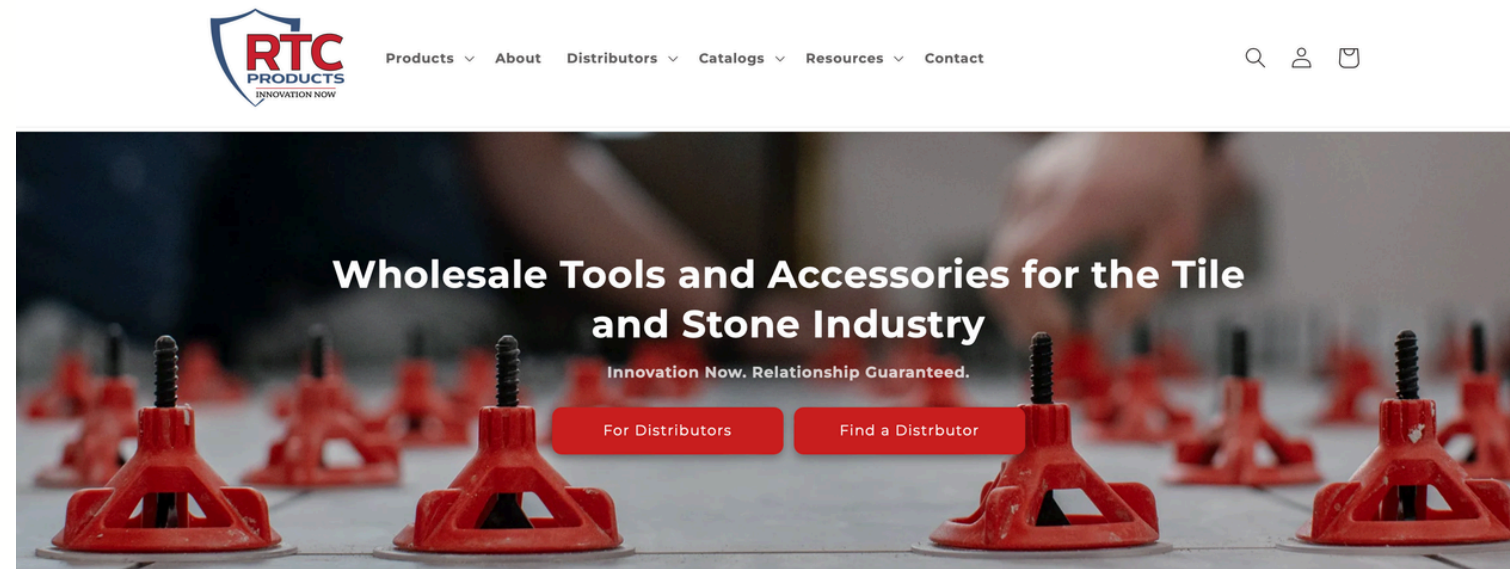
THE CHALLENGE

As an established leader in the tile tools industry, the brand identity, recognition, and unique positioning did not align. The brand logo and messaging did not meet the audience so that growth was scalable.

THE RESULTS

- ✓ Grew their sales team by 10% to accelerate their growth.
- ✓ Increased sales by 20% due to strong positioning.
- ✓ Identified their position in the market for clear marketing messaging across all platforms.
- ✓ Quality employees are finding them due to their strong digital presence and reputation.

03 Case Study



03 Case Study

RTC Products

“Working with Heather showed us what we had missed in our brand.

*Her **strategic and creative approach streamlined** our onboarding process and leveraged cohesive messaging that grew our sales.”*

— RTC PRODUCTS



More brands I have built

