

## VISIBILITY VORTEX™ Case Studies

The advanced-level, 6-month mastermind  
that expands your capacity to lead AND unlocks the  
**visibility, profitability, and JOY** your business deserves  
*(without burning you—or your team—out!)*

- 👉 [Shaneh's Story](#) - From chronic illness to over **\$700,000** in revenue
- 👉 [Libby's Story](#) - From busy mom to **\$200,000** in sold-out cohorts
- 👉 [Lynne's Story](#) - From launch burnout to **closing \$100,000-\$300,000 deals**
- 👉 [Alexandra's Story](#) - From \$97 offers to **\$25,000 clients**

### **A SPECIAL NOTE FROM LISA:**

I don't know about you, but whenever I'm considering joining a new program, I love carefully reading over case studies from real people who've experienced the same type of transformations (and ROI) I'm looking for!

That's why I've compiled a few case studies of CEOs—just like you—who started working with me during very pivotal times in their businesses. Whether they were:

- ★ Burned out by **launch cycles**
- ★ Tired of being THE **bottleneck** in their business
- ★ **Maxed out on 1:1 clients** (and READY for a scalable business model)
- ★ Stuck at a **revenue plateau** they couldn't breakthrough
- ★ Sick of hustling AND **not living the life they want to live**

My clients come to me because, 1) They want an incredible, **life-changing SHIFT in a short period of time** and, 2) Because they truly, deeply believe in their business and know that a big BREAKTHROUGH is possible for them, too.

I'm sure you can relate and I hope you find their stories as inspiring and hopeful as I do!

## SHANEH WOODS

*Fractional CFO & Founder  
of Prosperity First™*



### Where she was before working with us:

Shaneh had been stuck at a \$200,000 plateau for seven years when she reached out about working together.

Prior to her plateau, she'd managed to build her business to just under a million in revenue. She was at the height of her success, with a big team of accountants working underneath her as a CFO. But she was so overwhelmed and burned out she developed a medical condition. After becoming so physically ill, she downsized her team and shut it all down. Then spent the next seven years recovering and healing the trauma of what had happened to her in her business.

### When we started working together she:

- **Was juggling 5 different offers**—which weren't selling like she wanted them to.
- Felt very frustrated with her social media and marketing engagement. **Her list felt "dead" and her social posts often felt like they just went into a void and got no response.**
- Wasn't writing her email list or consistently showing up on her social media platforms because she was **frustrated over the lack of engagement** and didn't really know what she should be posting about to get more customers.
- **Was hiding and not as visible as she wanted to be.** Her messaging, positioning, and branding were hiding her true genius and her ideal customer didn't reach out or recognize her as the "fractional CFO" they needed to hire.
- Was drained by social media and how time-consuming it was (because it took her too long to figure out what to post.) Plus, **she felt "all over the place" because she was posting across ALL the platforms** (which was tedious and tiring) instead of focusing on the best ones for HER ideal audience.
- **Had been stuck at a \$200,000 revenue plateau for seven years** and tried various things to break through the plateau, but all of them felt misaligned, too "bro-markety," or tedious with little return.
- Even though she had reached under a million dollars in the past, **she had a deep-rooted fear that expanding her growth and visibility again would cause her to get sick and burned out again.**

Shaneh's dream was to feel like her marketing was fruitful, her programs were selling, and her business was making a million dollars a year without burnout. She also had a goal to buy her dream home in Bali and move there with her husband.

### Where she is now:

- Clear positioning, messaging, and marketing that makes it crystal clear to her ideal audience what she's the best at and what she can help them achieve.
- Cut most of her offerings out and simplified them to two main offers **which are regularly selling now due to her clear marketing message.**
- Raised her prices 3x and has had several \$200,000 months, \$100,000 days and signed a \$200,000 client.
- **Went from \$200,000 in revenue to almost \$700,000 in revenue in less than 8 months.**
- Made a profit of \$513,000.
- Has hired two bookkeepers to manage clients' finances and has a team supporting her.
- Saving up for her dream home in Bali.
- **Getting massages every week and NOT overworking or burning out despite making the same revenue she did during the year she previously burned out.**
- Her posts on social media regularly net her between \$20,000 to \$100,000 in sales and new clients per post.
- Her genius and unique talent as a CFO that incorporates both Profit First and Human Design into her work is on FULL display and people are paying her more and coming to her BECAUSE of her unique positioning.
- Posts consistently on social media because she never questions what to write about.
- **Posts get more engagement and actually earn her money now.**
- Focused on the two social platforms where her audience actually is.

Shaneh has done all of this without a single exhausting "launch". During our work together we analyzed her customer data and realized launching is not really her thing, nor does it give her results worth the effort she has to put in. Leveraging her own unique visibility and design as a CEO we built her a custom Visibility Vortex that makes client acquisition so much easier.

She now regularly gets high-ticket clients without doing any "launching" and she has people constantly reaching out to HER asking to work with her. We cut all her low-tier offers and created a method of scaling for her that is all about high ticket scaling vs. the popular "low-tier offer launch" methods. It has made all the difference for her.

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*(Or, keep scrolling if you want Libby's story!)*

## LIBBY SINBACK

*Relationship Coach & Podcaster  
at “Making Polyamory Work”*



### Where she was before working with us:

Libby came to us as a busy mom, co-managing her household with her husband, along with a live-in mother-in-law there to help with the kids.

Libby had a totally maxed-out 1:1 client practice and a long waiting list.

She also had a very popular podcast that frequently got her new client requests, but she posted it sporadically and didn't have any “engine” set up in her business to bring in clients regularly. She wanted help with her structural capacity so that she could feel less resistant to scaling the business and not worry that scaling it would leave her in constant “hustle” mode, tearing her away from her life and family.

### When we started working together she:

- **Had a completely full 1:1 client list with no more room to add any more**, therefore leaving a ton of potential revenue on the table.
- Felt resistant to create a group offering for those who couldn't afford her 1:1 rates because she worried it wouldn't get customers the same results.
- **Hadn't raised her rates to be fairly paid for her 1:1 work** with clients because she didn't want to make her work totally inaccessible to some of her audience.
- Had a very popular podcast that frequently got her new client requests but because she was **maxed out on the number of clients she could take on**, she didn't post the podcast regularly because she was afraid of having too many people on a waiting list every time the podcast posted.
- Struggled to post her popular podcast regularly because she was a busy mother and partner, **juggling A LOT in her daily life**. It was hard for her to find a moment to regularly have the thinking space she needed to plan out her podcasts and record them.
- Had been stalled at about \$85,000-90,000 in revenue and **had trouble creating consistent revenue months**.

Libby wanted more structural capacity in her business to manage all that was on her plate and still have time for her family and life. And she also wanted to start having consistent \$10,000 months (\$120,000 per year), while still maintaining her integrity and values of making her work accessible and NOT being in

“hustle” mode or working 3x as hard. She was nervous to scale the business because she equated “scaling” with “working way more and feeling more overwhelmed than ever.”

## **Where she is now:**

- **Launched her first group offering and sold it out** so fast she had to create a second cohort. We designed the group offering to feel intimate and still deliver the same great results as 1:1 so she felt much more aligned with launching a group offering.
- **Freed up her time** while still being able to increase her revenue with her group offering.
- **Filled her new group offering without “launching”** anything as we devised a special method of inviting people already in her pipeline through her podcast.
- Has a lot more time and spaciousness in her schedule to spend with her family, **only works a few days a week**, and has the visionary thinking time she needs to batch record her podcasts and regularly release them.
- Has a consistent client-generating engine now because of regularly posting her podcast.
- Feeling more comfortable with visibility and regularly showing up on other people’s platforms for interviews, bringing more attention to her work and business.
- **Raised her prices for 1:1 work** in a way that felt aligned with her values.
- Implemented a sliding scale pay structure she reserved for a few people in every group program cohort, so she could still hold to her values of keeping her work accessible to those who couldn’t fully afford it
- **Regularly having \$10,000 months and up**
- Only 10 months after we started our work together she was on track to blow past her original goal of \$120,000 and was instead **heading towards \$200,000 with her group cohorts** filling up quickly every time she opened them up.

One of my favorite “litmus tests” that proved the consistency we were able to create with her revenue and structures in her business was the month Libby had to move her and her entire family to a different state and home. She took the entire month and still generated just under \$10,000 in revenue. She told me the fact that she was able to take the entire month off, enjoy her family and take the stressful moving process at her and her own family’s pace was everything to her. Proof that we’d built a powerful Visibility Vortex within her business!

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*(Or, keep scrolling if you want Lynne’s story!)*

## LYNNE HURDLE-PRICE

*Corporate Conflict Consultant,  
Bestselling Author*



### Where she was before working with us:

Lynne came to us wanting to earn more revenue in her business, but she had zero interest in any “funnels” or traditional launching methods she told me she simply “didn’t have the energy for.”

She’d written a bestselling book and used it as a “calling card” for getting clients, but knew there was something she was missing when it came to earning more in her business. She also had a dream of living bi-coastally within the next five years. She knew she was playing small with her visibility and wanted more visibility, more impact, and more revenue & profit without more work.

### When we started working together she:

- **Was earning around \$100,000 per year**
- Clients paid her \$3000 to work with her privately and she was **undercharging and underearning** for the massive value she provided her clients and the big results they got.
- Had positioning and messaging that needed to be dialed in to start attracting larger corporate clients and high ticket 1:1 work.
- **Didn’t have a clear system** for generating clients that was getting her results
- Wasn’t clear on her offers for scaling her business.
- **Felt “unworthy” of earning the multiple-6-figures** she dreamed of making and felt afraid of charging the true value of her work.

### Where she is now:

- Went from charging \$3000 per client to **getting a \$65,000 client just 3 months after starting our work together.**
- Has since closed \$100,000 clients, \$250,000 clients, & **recently signed a client for \$300,000+.**
- **Achieved her goal of living bi-coastally within 2 years** vs the 5-year timeline she had before.
- Created and started a group program to educate white people on racial diversity and education called “On The Matter Of Race” which has sold out several times. She has even brought her son in to run the cohorts with her, creating a legacy with her work.
- **Is being flown all over in business class with all expenses paid** to do corporate engagements for clients.



- Was recently hired to film a video series for a large national corporation.
- **Earning multiple six figures and having plenty of time** to achieve another dream: writing a script and selling the film rights.
- Tells me she knows the value and worth of her work now and never questions her “worthiness” anymore.

When Lynne was first considering investing in her work with us, she felt nervous about the investment, but then told me “there is NO WAY I’m stoppable for this amount of money.” Her investment in our work together was literally made back 30x over within just a few months.

During the pandemic, Lynne had a very stressful time in her family, with several deaths of close loved ones. She told me that with the Visibility Vortex we created in her business, she was able to cut back on all her client work and instead have ONE client for the entire year and she still made over \$300,000 that year, while tending to her family needs and taking the time to grieve that she needed.



Working with Lisa has been more than I imagined it would be. Right from the start, I was able to use Lisa’s coaching to gain more confidence and see myself as a high-level CEO. Working with Lisa allowed me to address issues with my sense of self-worth and expand my capacity in those areas.

As a result, this led to my securing contracts that gained back my investment in less than 2 months, more than doubling my prices and getting clients to pay it and to successfully look at and start to address my issues around my self-worthiness. Lisa is a no-nonsense loving force who is gifted at getting to the soul’s work of leadership. I look forward to every call.

LYNNE HURDLE

Conflict Resolution Strategist, Author, Speaker, Coach



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*(Or, keep scrolling if you want Alexandra’s story!)*

## ALEXANDRA JAMIESON

*Creativity Coach for women in Tech,  
Co-Creator of the Oscar Nominated Film  
“SuperSize Me”, Artist.*



### Where she was before working with us:

Alex had created a very successful multiple six-figure businesses when she came to work with me. She'd sat on Oprah's couch, co-created an Oscar Nominated film, and written a successful vegan cookbook and blog.

Over the years she'd evolved away from her vegan blog and consulted with a variety of business coaches who steered her to create complicated businesses with low-tier \$97 offers that required a lot of launching, a big team, and a herculean amount of energy to pull off. Over time she noticed the number of sales dwindling and no matter how much money she invested in getting support for increasing the numbers, it became harder and harder to keep up the numbers needed to keep the business afloat.

By the time she found me she told me she felt totally lost, didn't know what she felt passionate about anymore, and was considering quitting her business altogether. She wanted the spark back in her business and for it not to require so much effort. She was recently married, had a pre-teen, and wanted to feel passionate about her work while still having time for a life.

### When we started working together she:

- Felt slightly depressed and had **lost her sense of purpose.**
- **Was struggling to make over \$100,000** when she'd previously had a very successful multiple six-figure businesses with tons of visibility and publicity.
- **Felt drained by her funnel** and was undercharging for her work.
- Had lost the sense of intimacy she had in her work and wanted more connection with clients.
- Was feeling **creatively unfulfilled** and wanted to explore her inner artist more, but had a belief that because her mother was the artist in her family, she “wasn't allowed” to be an artist too for fear of detracting from the memory of her mother.
- Had murky and unclear branding, positioning, and messaging.

### Where she is now:

- Raised her rates significantly within months of our work together and **started signing \$25,000 clients.**



- Found a unique niche in the tech world, coaching powerful women leaders and CEOs to get back in touch with their creativity.
- **Started an intimate group mastermind and successfully filled it.**
- Completely changed how she started showing up energetically and as a result was taken more seriously and was able to **charge more money.**
- **Booked several paid speaking engagements**
- After months of avoiding her book agent's calls, we sat down and helped her create her **whole next outline for her book**, which she submitted to her agent.
- Co-wrote a highly regarded book with her husband and leveraged it into **highly paid corporate engagements.**
- Found her purpose again and felt passionate about her work and business.
- Started telling people she was an artist and **sells her paintings regularly now.**
- **Hosted her first art show** last year
- Is currently in Ireland for an artist residency she won in a competition.
- **Built her business back up to multiple six figures while working ¼ of the amount she was working before.**

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Working with Lisa helped me pivot out of an old, exhausting business model into one that I love. I doubled my prices... twice. Now I work less and make more money, and this is not a gimmick - it's the Goddess' honest truth! I'm clear about the value of my work, and am publishing a new book with my husband, positioning us to work at higher levels with corporate clients as well as my individual coaching.

ALEX JAMIESON

Author, Coach, Co-creator of Super Size Me



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