

ROBIN WAITE.

## BUSINESS COACHING CASE STUDY - THE CREATIVE AGENCY



### CHALLENGE: INCREASING PROFITS FOR A WEB DEVELOPMENT COMPANY

Creative web design business, Anorak Cat, was founded by Richard and Amy to help other small businesses get online. From launch, Anorak Cat offered logo design where needed, website design, build and cost-price hosting services.

To attract customers via networking and online Facebook groups, they kept prices low, building up a portfolio of finished sites. That soon led to plenty of interest, however, their time and efforts weren't well rewarded.

The founders didn't have a clear strategy for growing the business; they quoted for each website and adapted their process every time. Amy and Richard feared that business would dry up if they charged more, even though Richard was working hard all the time. They knew he built professional Wordpress sites but felt Anorak Cat couldn't compete with larger web design agencies.

Amy was going on maternity leave for the second time, so making Anorak Cat more profitable was a major concern.

### CLIENT TESTIMONIAL

*"It's hard to explain the Robin effect - he's literally transformed our way of thinking, and subsequently our business. His knowledge, expertise and experience is undeniable and I'd recommend him 110% to any business owner."*

*He has helped us with every aspect of our business and created time for us as a family again. We now have the confidence to say no to potential clients that don't fit in with our goals - for example clients asking for a 24/7 support service, or working on websites built on a CMS other than WordPress which is our specialism."*

*Our monthly sessions give us the advice and confidence we need to keep moving our business forwards."*

*Amy Coe, Managing Director, Anorak Cat*

**ROBIN WAITE.**

## **SOLUTION: STRATEGY FOCUSED 1 TO 1 BUSINESS COACHING**

After noticing Robin Waite's book, *Online Business Startup*, in the Local Business Network group, Richard ordered a copy to explore how it would help Anorak Cat. At the initial consultation with Robin, they re-visited their personal goals, defining what they wanted to achieve with Anorak Cat and their business strengths. After the free hour, they signed up for monthly 1-to-1 business coaching, because they could see a huge opportunity to drive further changes with Robin's support.

Each 1-to-1 coaching session focused on an area of business strategy, raising Richard and Amy's awareness of product architecture, sales preparation and operations. Robin used visual models to explain the concepts, which helped Richard and Amy see how they could transform the business to support their family with a steady income. Meeting monthly gives them consistent support, yet makes them accountable for driving through the changes.

## **OUTCOME: CLIENTS DOUBLED, MONTHLY TURNOVER TRIPLED**

The first change was to get Anorak Cat's pricing sorted, and introduce packages where they charged more. Richard says, "He gave us the confidence to increase our prices and charge what we're worth."

By applying Robin's model for Goal Setting, Richard and Amy realised that logo design fell outside of the core process of launching professional websites. They immediately withdrew that service, saying no even to new startups who needed a logo for their new website.

Robin helped Richard and Amy to review the lifetime value of their customer relationships. Existing customers have a great experience with Anorak Cat, benefitting from proactive and ad-hoc support from Richard as well as basic hosting. When analysing the amount of follow-up time, Anorak Cat realised they could adjust their services to achieve higher Customer Lifetime Value by keeping websites up to date and secure for their happy customers. This led to another product change: the launch of properly priced hosting and support packages, based on the size of the client's business and their website maintenance needs.

As great customer service sits at the heart of Anorak Cat's business, Robin has advised Richard and Amy in their subsequent monthly coaching sessions on how to streamline their business processes. The recommendation to create a Default Diary has improved their weekly time management. It enables them to spend more time focusing on looking after clients, developing the business and starting conversations with potential new clients. Anorak Cat now systematically tracks their job progress and sends every client a monthly website report. This summary outlines website performance and any maintenance work Richard has done. Where work exceeds the agreed time, Anorak Cat can easily charge for it separately or transfer the customer onto a more suitable support package.

In the seven months of working with Robin, Anorak Cat has doubled the number of clients they serve and trebled their monthly turnover. In addition to their 1-to-1 sessions, Amy and Richard have participated in Robin's '7 Day Fearless Pricing challenge.' This intense business analysis exercise inspired Richard and Amy to re-visit their potential income and pricing packages. Under Robin's guidance, Anorak Cat operates with consistent processes and delivers outstanding customer aftercare, creating a strong foundation for recurring revenue.