AlignmentAcquisition

Marketing. Mind. Money.

128

NICHE CASE STUDIES

Find your audience.
Clarify the transformation.

Original Business By Design participant stories,
presented in an Alignment Acquisition learning edition.

Align Purpose. Acquire Freedom. Create Impact.

I Am Aligned.

READ THIS FIRST

Learn from the niche. Build your own direction.

Use these stories to study how entrepreneurs describe their audience, their offer and the support that helped them move forward.

01

Notice the audience

Look for a defined group, life stage, interest or professional need. A useful niche says more than a broad industry label.

02

Identify the transformation

Write down what the audience wants to change. Pay attention to the language each profile uses to describe the offer.

03

Apply the learning

Use the worksheet at the end to connect your skills, your audience and a clear next step.

About these stories
The testimonials describe Business By Design, not Alignment Acquisition services. Names, businesses and reported experiences are retained from the supplied 2022 publication. Results and links have not been independently verified or updated.

AA AlignmentAcquisition

Marketing. Mind. Money.

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AlignmentAcquisition

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01

Health & Fitness

Explore a specific person, a specific challenge and a clear way to help.

YOUR ALIGNMENT QUESTION

Who do you help, and what change are they seeking?

HEALTH / FITNESS

Niche case studies

PROFILE 001



Shelly Airey

ShellyFLEX Athletics

NICHE / AUDIENCE

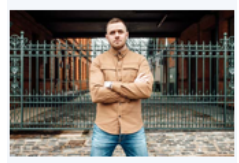
Flexibility, Handstand, and Contortion Coaching

www.shellyflex.com

How did Business By Design help your business?

BBD has played a HUGE role in the success of my online business in so many ways. This program has helped me improve my messaging so that I can better reach and serve my target audience. It has helped me put the processes in place so that I can easily train and hire new team members which allows me to focus on my role as a CEO and keeps me from feeling overwhelmed by trying to wear too many hats. This program has taught me how to grow my list, and continue to put more offers in front of more people and that living in abundance is possible! I couldn't be more happy with this AMAZING program. Thank you James and the amazing team at BBD!

PROFILE 002



Paul Keenan

Volume Fitness

NICHE / AUDIENCE

Health and well-being

https://volumefitness.mykajabi.com/link-page

How did Business By Design help your business?

Systems, structure, confidence

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HEALTH / FITNESS

Niche case studies

PROFILE 003



Terry Bradford & Mary Wilmer

Terry and Mary

NICHE / AUDIENCE

VEGAN & PLANT-BASED: We simplify the vegan/plant-based experience so that others can easily adopt this new way of eating.

https://www.terryandmary.com

How did Business By Design help your business?

We got struck by lucky lightning and got to have a hot seat with the wizard of the online business world, James Wedmore. He gave us the gifts of confidence, clarity, and simplicity. Until then, it hadn't dawned on us that we could just focus on one thing rather than one plus a gazillion upsells!

PROFILE 004



Monika A Mazur

Body by Monika LLC

NICHE / AUDIENCE

Life in fitness coaching for women

www.instagram.com/monika_a_mazur

How did Business By Design help your business?

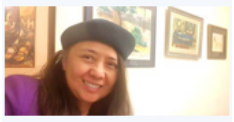
I went from having a fitness studio, five different online programs, and couple different video training programs to having to solid online offerings, and instead of working seven days a week running between studio and home office, I get to work for 15 hours a week doing just my favorite things from home.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HEALTH / FITNESS

Niche case studies

PROFILE 005



Miriam Emuna Ofek

Functional Medicine TLV

NICHE / AUDIENCE

Health and Wellness

www.functionalmedicinetlv.com

How did Business By Design help your business?

Business by Design gave me the confidence to start. I still have not fully implemented all the cogs in the wheel, but I will get there.

PROFILE 006



Megan Blacksmith

Zesty Ginger

NICHE / AUDIENCE

Hormone and Brain Health for Women

www.instagram.com/monika_a_mazur

How did Business By Design help your business?

Business by Design gave us the structure, systems and mindset support to get our offerings into the hands of the most amazing women ready to optimize their brain health and hormones so that they can do big things in the world! We were able to hand a system with detailed SOPs over to our assistants with step by step instructions. This streamlining brought not only a peace of mind that nothing would be forgotten, but also allowed us to hit our 90 day goal (stretch goal!) in half the time. And since we hit our goal so quickly we were also able to use the beta launch structure to launch a new program that we have been wanting to do for years! Most of all, really digging into our money story and looking at where we were blocking ourselves opened us up to true abundance. We are incredibly grateful for James and BBD.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HEALTH / FITNESS

Niche case studies

PROFILE 007



Leila Mireskadari

Kids' Growing City

NICHE / AUDIENCE

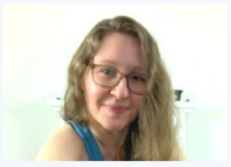
Growing Food with Kids

https://kidsgrowingcity.ca

How did Business By Design help your business?

Having almost any launch process at hand to follow, the MYM program and especially the Coaches inside the Facebook group have given me the confidence that anything is possible for my online business!

PROFILE 008



Laurah-Lee Christie

LL Yoga & Wellness

NICHE / AUDIENCE

Health & Wellness for Soulpreneurs (Now focusing on coaching entrepreneurs with healing modalities through all the self-doubts, fears and limiting beliefs holding them back.)

www.laurahleechristie.com

How did Business By Design help your business?

The biggest shifts were the money mindset work, incorporating manifestation in my business and finally gaining the clarity I needed on my niche! I've increased my rates and also obtained my first two beta clients after that clarity! Thank you!

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HEALTH / FITNESS

Niche case studies

PROFILE 009



Laura Schoenfeld

Laura Schoenfeld Coaching / Nutrition Business Accelerator

NICHE / AUDIENCE

Business Coaching for Nutrition/ Dietitian Entrepreneurs

lauraschoenfeldrd.com lauraschoenfeld.com

How did Business By Design help your business?

I learned how to have the right mindset to grow my business while taking the most effective strategic actions as well.

PROFILE 010



Krysta Harcus

Krysta Harcus

NICHE / AUDIENCE

Helping people with eczema or psoriasis through the power of the microbiome

www.krystaharcus.com

How did Business By Design help your business?

Business by Design helped me a lot with the mindset. I was also very reluctant to niche down but now that I have, I feel like I can actually help MORE people.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HEALTH / FITNESS

Niche case studies

PROFILE 011



Kelly Howard

Fit is Freedom

NICHE / AUDIENCE

Fitness Mindset Coach

www.Fitisfreedom.com

How did Business By Design help your business?

James personally suggested a podcast, Fit is Freedom Podcast is now 2 years old and going strong. I use the program "as needed" sales page updates, launch suggestions and this week I am rebuilding my Thank You page to create sells. Basically, when I have a question or a need I see what the course has to offer. Thanks!

PROFILE 012



Kathleen LeGrys

Health Coach Solutions

NICHE / AUDIENCE

Done For You Coaching Programs and Resources For Health Coaches

www.healthcoachsolutions.net

How did Business By Design help your business?

BBD is one of the best investments I have ever made for my business. One of the most helpful aspects of the program is having all of the launch frameworks and step by step blueprints that remove the guesswork of what to do each step of the way. I have used the launch blueprints several times with great success!

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HEALTH / FITNESS

Niche case studies

PROFILE 013



Hannah Aylward

Hannah Aylward Nutrition (HAN)

NICHE / AUDIENCE

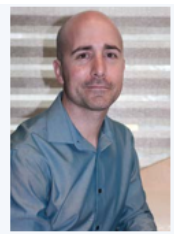
Helping women repair their gut + ditch digestive issues for good.

www.hannahaylward.com

How did Business By Design help your business?

Launches, nailing messaging, email sequences, reassurance

PROFILE 014



Eric Purves

Eric Purves Professional Education

NICHE / AUDIENCE

Healthcare Education

www.ericpurves.com

How did Business By Design help your business?

Transformed my in person courses/ workshops/ speaking engagement into a very profitable online format. I have been able to scale my business to new levels of financial success while making a bigger impact on the healthcare professionals I serve.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HEALTH / FITNESS

Niche case studies

PROFILE 015



Emma Hitt Nichols, PhD

Learn AMA Style

NICHE / AUDIENCE

Helping MDs and science PhDs to transition into freelance medical writing and editing

Learnamastyle.com 6weekcourse.com

How did Business By Design help your business?

I'm still working through the materials, but in just a few days I am taking action and making money that I would not have otherwise made. It's helping with mindset. I look forward to going through the modules step by step.

PROFILE 016



Elizabeth Adames

Elizabeth Adames

NICHE / AUDIENCE

Lose Fat & Overcome Emotional Eating

Instagram.com/theelizabethadames

How did Business By Design help your business?

Helped me put systems in place for my biz and connect with incredible souls

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HEALTH / FITNESS

Niche case studies

PROFILE 017



Allison Hollinger

Plan to Nourish

NICHE / AUDIENCE

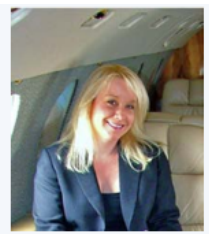
Meal prep for busy families

allisonhollinger.com

How did Business By Design help your business?

I built my membership from scratch with BBD! I utilized the Monetize Before You Make It method with my beta. Within 18 months, I had scaled my membership to over 4000 members and a high 6 figure income with challenge launches. BBD taught me how to create, launch and scale but more importantly, it gave me the confidence I needed to trust my instincts.

PROFILE 018



Christine Burke Von Riddern

Help Solve The Case

NICHE / AUDIENCE

DNA Genetic Genealogy, Cold Cases, Investigations and Training

https://www.helpsolvethecase.com/

How did Business By Design help your business?

Clearly outlined the structure and stages. Gave me a community.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HEALTH / FITNESS

Niche case studies

PROFILE 019



Caroline Bjorkquist

RunRX Academy

NICHE / AUDIENCE

Teach Correct Running Form

www.RunRX.fit

How did Business By Design help your business?

Built out core curriculum and sales page using BBD

PROFILE 020



Blake Gordon

Road Maps 2 Health

NICHE / AUDIENCE

Natural Health & Wellness. I help menstruating women have pain-free periods, so that they can gain back days each month to live a productive life. Instead of relying on birth control or surgeries that mask the problem, I use natural therapies to address the root causes of pain, balance hormones and restore optimal gut health!

www.roadmaps2health.com

How did Business By Design help your business?

BBD gave me the direction that I needed to grow my business. I am so appreciative for the support and encouragement, as well as the guidance on improving my mindset.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HEALTH / FITNESS

Niche case studies

PROFILE 021



Angie Brown

Real Life Runners

NICHE / AUDIENCE

Performance and health coaching for runners

www.reallifeRunners.com

How did Business By Design help your business?

Many ways! It has helped me get more clear on the people I serve and the transformation I provide, as well as implement improved systems and processes in my business as I grow. It has helped me to step into my role as digital CEO, and outsource things so I can spend more time doing the things that only I can do. I hired my first team members with the help of BBD. I have also connected with other amazing entrepreneurs and have formed strong business relationships and real friendships with several of the incredible people I met inside BBD. It has forever changed my business and my life.

PROFILE 022



Kate Boys

NuWay Health Coaching

NICHE / AUDIENCE

Comfort-eaters and late-night snackers who want to transform their relationship with food and finally reach their weight- loss goals without giving up any of the foods they love.

www.nuwayhealthcoaching.com

How did Business By Design help your business?

It has helped me to get clarity on my niche, to produce content that attracts them and give me the systems and structures to create amazing offers to help grow my business!

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HEALTH / FITNESS

Niche case studies

PROFILE 023



Helen Phillips

Wentworth Wellness

NICHE / AUDIENCE

Runners who are not 'typical runners' who want to run their best in their first marathon

www.wentworth-wellness.co.uk

How did Business By Design help your business?

BBD has helped me focus my offer, messaging and sales process and guided me to become a 'scientist', testing, learning and refining my offer, message and launch approach to get bigger, better and more consistent results.

REFLECT & APPLY

What stands out to you?

The audience is...

The transformation is...

An idea I can explore...

Original Business By Design testimonials. These are not Alignment Acquisition client results.

02

Love & Relationships

See how a focused life stage or relationship need can define an audience.

YOUR ALIGNMENT QUESTION

Which life stage makes your audience's needs most specific?

LOVE / RELATIONSHIPS

Niche case studies

PROFILE 024



Katherine Endy

The Family Life Coach

NICHE / AUDIENCE

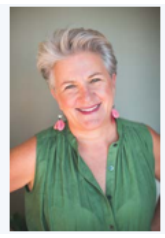
Parent Coaching

www.katherineendy.com

How did Business By Design help your business?

Before BBD, I had no idea how to find clients, how to talk to them, or how to navigate the technical, behind-the-scenes aspects of business. Since joining BBD, I have run a free program for 525 parents, served several 1:1 clients, launched a workshop series for parents, and 4x'd my prices for 1:1 clients.I feel confident, professional, and so excited to see what I can create next.

PROFILE 025



Jeanne-Marie Paynel

Your Parenting Mentor

NICHE / AUDIENCE

Parenting - Prenatal to Preschool

https://voilamontessori.com/

How did Business By Design help your business?

Get clarity on my offers and who I am here to serve.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

LOVE / RELATIONSHIPS

Niche case studies

PROFILE 026



Kate Wong

Andromeda Wellness

NICHE / AUDIENCE

Parenthood: Preconception thru Pediatrics

www.andromedawellness.com

How did Business By Design help your business?

It helped me create structure and guidance on how to market and take my clients through an experience to help with their issues.

PROFILE 027



Julia Black

Explorium Ltd

NICHE / AUDIENCE

Parenting and Education

www.explorium.co.uk

How did Business By Design help your business?

I cut my teeth in the digital business with Business By Design and it gave me the roadmap I needed.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

LOVE / RELATIONSHIPS

Niche case studies

PROFILE 028



Heather Mitchell

Health Coach Heather

NICHE / AUDIENCE

Families with Kids 8-18

www.healthcoachheather.com

How did Business By Design help your business?

Learning how to launch and write copy that speaks to my audience

PROFILE 029



Elisheva Liss

Elisheva Liss, LMFT

NICHE / AUDIENCE

Sacred, Not Secret: A Religious Family's Guide to Healthy, Holy Sex Ed

elishevaliss.com

How did Business By Design help your business?

In too many ways to fit here!

Original Business By Design testimonials. These are not Alignment Acquisition client results.

LOVE / RELATIONSHIPS

Niche case studies

PROFILE 030



Dianah Johnson

CEO and Founder, Return to You Institute

NICHE / AUDIENCE

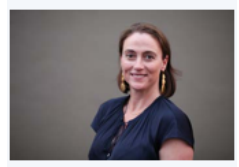
Divorce Coach

www.dianahjohnsoncoaching.com

How did Business By Design help your business?

It helped me finally treat my business as a Business. Before BBD I felt like I was dabbling. After BBD I feel like I'm finally a Digital CEO.

PROFILE 031



Diana Cregan

Women With Purpose

NICHE / AUDIENCE

Helping Mums Who Stayed Home to Raise Their Family Get Back to Work (Shifting mums from unfulfilled & frustrated to energised and with purpose and direction beyond motherhood)

www.backtoworkroadmap.com

How did Business By Design help your business?

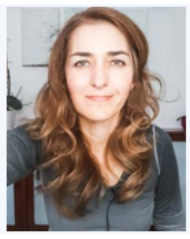
Well actually, James was the one who convinced me back in Dec 2019 that it was not only possible but essential that I crate my own course. Still very much in beginning phase (stuck on the irresistible offer - sales & marketing really)

Original Business By Design testimonials. These are not Alignment Acquisition client results.

LOVE / RELATIONSHIPS

Niche case studies

PROFILE 032



Dalila Jusic- LaBerge

Be Here & Now Relationship Academy

NICHE / AUDIENCE

Romantic relationships for women who want a deep emotional connection with a partner that is equally stoked to create a relationship that will actually make them happy

https://www.behereandnow.com/

How did Business By Design help your business?

It helped me realize not only that I can be myself but that I SHOULD be myself to grow my business

PROFILE 033



Clare Stead

Oliiki

NICHE / AUDIENCE

Parents and parents to be of babies in the first 1000 days of life (from conception to two years old)

www.oliiki.com

How did Business By Design help your business?

I'm an accidental entrepreneur! I built my app to help make impact on parents and children and their life outcomes, I never once thought that I would actually have to sell it once I had made it! Business by design gave me the confidence to believe I COULD run a business, that I had it in me to sell and that I was doing my audience a disservice by not telling them about it. Fast forward a year or so, I have people telling me on a daily basis how my app has transformed not just their life, but the life of their children as well. One mum said, "I instantly felt better" and I've just got off a call with someone who used it in the very early days and he told me that it transformed the way he parents, that his child is really bright and he is sure that is in large part due to my app. If I hadn't worked through the BBD content, he and many others would never have heard about the app.... thank you for helping me change lives!

Original Business By Design testimonials. These are not Alignment Acquisition client results.

LOVE / RELATIONSHIPS

Niche case studies

PROFILE 034



Deidra Broxterman

Deidra Mae

NICHE / AUDIENCE

Matchmaking, Dating and Relationship Coaching

https://deidra-mae.mykajabi.com/pl/226558

How did Business By Design help your business?

It helped design and create a digital course. Helped me realized who I needed to BE to make that happen.

PROFILE 035



Michal Greenberg-Cohen

Ask Michal

NICHE / AUDIENCE

Sex Education For Parents

www.askmichal.com

How did Business By Design help your business?

Nail My Niche, Grow my audience, Be creative with my offers, Shifting limiting beliefs, Getting ideas from other online business owners

Original Business By Design testimonials. These are not Alignment Acquisition client results.

LOVE / RELATIONSHIPS

Niche case studies

PROFILE 036



Anna Commons

The Autism Collective

NICHE / AUDIENCE

Mothers raising children with additional needs.

www.theautismcollective.com.au

How did Business By Design help your business?

It taught me the ‘how to’ but more importantly it taught me the WHY. As in why I’m not doing the scary 5% of things to move my business forward. BBD reminds me that fear is different from danger and that staying safe is a one track ride to vanilla-town.

REFLECT & APPLY

What stands out to you?

The audience is...

The transformation is...

An idea I can explore...

Original Business By Design testimonials. These are not Alignment Acquisition client results.

03

Personal Development

Study how identity, purpose and confidence shape a focused offer.

YOUR ALIGNMENT QUESTION

How can you describe the transformation in everyday language?

SPIRITUAL / PERSONAL DEVELOPMENT

Niche case studies

PROFILE 037



Sukie Baxter

Whole Body Revolution

NICHE / AUDIENCE

I teach coaches and healers how to release blocked emotions stored in the body so they can create consistently magical results for their clients.

www.wholebodyrevolution.com

How did Business By Design help your business?

BBD helped me to grow a much larger audience that then formed a testing ground for a variety of offers. I had thought that my niche was in teaching my techniques to individuals for self healing but found that over 80% of the students who enrolled in my program were other healing professionals which then allowed me to narrow down my focus to better support these clients.

PROFILE 038



Shafonne Myers

Pretty Pear Bride

NICHE / AUDIENCE

Plus Size Bride Worthiness Coach

www.prettypearbride.com

How did Business By Design help your business?

They helped me realize that it wasn't actually about Self Love or confidence for my audience but about how the self love and confidence allowed them to truly feel worthy of getting married and finding the love of their life so they can show up as their authentic selves and not worry about what people think of them on their wedding day and beyond.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

SPIRITUAL / PERSONAL DEVELOPMENT

Niche case studies

PROFILE 039



Wendy Porter

Crowned for Success

NICHE / AUDIENCE

Women's Empowerment

www.crownedforsuccess.com

How did Business By Design help your business?

It helped me with marketing strategies

PROFILE 040



Yvette Ayuso

Neutrition Fit

NICHE / AUDIENCE

Core 3 Coaching - Mind, Health, Relationships

https://neutritionfit.com

How did Business By Design help your business?

BBD helped me to believe in myself when I was at my lowest point in life.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

SPIRITUAL / PERSONAL DEVELOPMENT

Niche case studies

PROFILE 041



Dean Guccione

Tomorrow's Firefighter

NICHE / AUDIENCE

Firefighter interview coaching and training

https://tomorrowsfirefighter.com

How did Business By Design help your business?

I was part of the beta group when James was creating Business by Design

PROFILE 042



Sandra Chaloux

Wellness Hub

NICHE / AUDIENCE

Holistic Health & Spiritual Growth

https://www.wellnesshub.us/

How did Business By Design help your business?

Mindset training, Training on how to hire VA in Ph, Money Mindset, Monday.com

Original Business By Design testimonials. These are not Alignment Acquisition client results.

SPIRITUAL / PERSONAL DEVELOPMENT

Niche case studies

PROFILE 043



Neille Hoffman

Silverbird

NICHE / AUDIENCE

Online Learning Platform and Community Celebrating The Wisdom of Women

www.lovinghealthfm.com

How did Business By Design help your business?

James inspired me to keep working toward finding my niche. I have a brand strategy and design business - but that isn't what makes my heart sing and taps into all of my gifts. I'll share my existing business website below but Silverbird is in the incubation stage, sitting on our eggs and getting ready to hatch! Without James and BBD and would never dream I could expand beyond what I know and impact so many others.

PROFILE 044



Ken Steven

DreamJob Discovery

NICHE / AUDIENCE

Finding a job that fuels your passions and gives you purpose.

www.dreamjobdiscovery.com

How did Business By Design help your business?

All of my marketing is based on the trainings in BBD.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

SPIRITUAL / PERSONAL DEVELOPMENT

Niche case studies

PROFILE 045



Maeve Ferguson

Maeve Ferguson Coaching

NICHE / AUDIENCE

Championing Coaches and Consultants working 1:1 to scale with Online Courses.

www.maeveferguson.com

How did Business By Design help your business?

Allowed me to run several launch types to find out which one worked best for me.

PROFILE 046



Jeremy Lipkowitz

Unhooked

NICHE / AUDIENCE

Porn and Digital Addiction Recovery for High-Performers

www.jeremylipkowitz.com

How did Business By Design help your business?

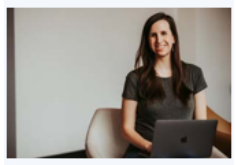
Gave me the courage to share my story and niche down. Also, it gave me the step-by-step instructions for every single possible process I could ever imagine needing. No more needing to re-invent the wheel. Just plug and play!

Original Business By Design testimonials. These are not Alignment Acquisition client results.

SPIRITUAL / PERSONAL DEVELOPMENT

Niche case studies

PROFILE 047



Peyton Berg

Loving Health LLC

NICHE / AUDIENCE

I help moms find the root cause of their symptoms, so they can have vibrant energy and health to raise a healthy family in a healthy home.

www.lovinghealthfm.com

How did Business By Design help your business?

Business By Design not only walked me through starting my business off to a successful start, but has continued to help me with each step I've been taking to grow and scale. It has truly helped me feel prepared for things as an entrepreneur that I didn't even know I would need to be prepared for.

PROFILE 048



Nick Dunning

Nickdunning.com

NICHE / AUDIENCE

High Performance Coach For Actors, Writers and Creatives

https://www.nickdunning.com

How did Business By Design help your business?

Sparked and continues to spark my mind, my heart my business, my finances and my entire life! Every single day!

Original Business By Design testimonials. These are not Alignment Acquisition client results.

SPIRITUAL / PERSONAL DEVELOPMENT

Niche case studies

PROFILE 049



Leanne Oaten

Soulwork Holistic Counselling

NICHE / AUDIENCE

Relationship Empowerment Coach for Women Experiencing Emotional Abuse

leanneoaten.com

How did Business By Design help your business?

I was able to create my group program in a brand new niche and scale it within the first year with live launching in 2020 to a 6 figure (profit) business. The key BBD components I used were the Sell it Before you Make it Process, then building that one bridge to success. The Sales Page by Design helped me with my sales page, and the mindset work helped me to step into my digital CEO role.

PROFILE 050



Laurie Wright

Not Your Average Grandma

NICHE / AUDIENCE

I help passionless empty nesters find their late-in-life purpose and in so doing find themselves so that they can live out the rest of their life doing what brings them deep fulfillment in a way they likely have never known.

notyouraveragegrandma.com

How did Business By Design help your business?

It helped me find my late-in-life purpose by learning how to create an online business I love, become profitable make an impact. and quit my 35+ year corporate career.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

SPIRITUAL / PERSONAL DEVELOPMENT

Niche case studies

PROFILE 051



Joanna Armstrong

BlissyJoy

NICHE / AUDIENCE

Joy Mastery

https://www.blissyjoy.com/

How did Business By Design help your business?

Understand that Mentoring needs to be run as a business, and not an activity.

PROFILE 052



Jenessa MacKenzie

The Elevated Entrepreneur

NICHE / AUDIENCE

Spiritual Business, Life & Mindset Coach

www.theelevatedentrepreneur.net

How did Business By Design help your business?

Honestly, I didn't buy BBD because of the amazing blueprint it offers, I bought BBD to be in James's energy. All the knowledge, processes, and strategies are a bonus!

Original Business By Design testimonials. These are not Alignment Acquisition client results.

SPIRITUAL / PERSONAL DEVELOPMENT

Niche case studies

PROFILE 053



Jeff Ziegler

The Infinite Being Series

NICHE / AUDIENCE

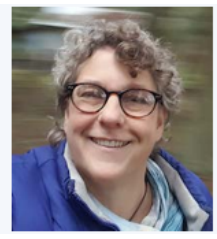
I work with widowers to help them rediscover their "why" to find meaning & purpose in their lives after the loss of a spouse/partner.

https://www.theinfinitebeing.net

How did Business By Design help your business?

Helped me to launch my programs and secure.

PROFILE 054



Haden Starbuck

Creatrix Compass

NICHE / AUDIENCE

Life and Creativity Coaching for the Creatively Timid or Creatively Curious

https://www.creatrixcompass.com

How did Business By Design help your business?

In every way - I was a newbie with a dream, now I'm a business with a bigger dream!

Original Business By Design testimonials. These are not Alignment Acquisition client results.

SPIRITUAL / PERSONAL DEVELOPMENT

Niche case studies

PROFILE 055



Evelyn Janetzki

COACH THYSELF

NICHE / AUDIENCE

Self-Coaching

www.coach-thyself.de

How did Business By Design help your business?

I don't even know where to start: Crystal-clear processes, tons of information about online courses I had never heard of before (I was a complete newbie), resources beyond anybody's imagination, not to mention the vibrant and incredibly helpful community of fellow online biz warriors (peaceful warriors, of course!), as well as all the mindset shifting... It has opened up a completely new world for me. Without BBD, I would not possess the confidence in building an online business that I have today. Action creates clarity :)

PROFILE 056



Eric Yusko

Man of Class

NICHE / AUDIENCE

Men's Life Strategist

www.manofclass.com

How did Business By Design help your business?

It's a constant help. It's the ultimate user guide that I keep going back to whenever I build out different areas on my business.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

SPIRITUAL / PERSONAL DEVELOPMENT

Niche case studies

PROFILE 057



Kabrina Budwell

Kabrina Budwell Consulting

NICHE / AUDIENCE

Service based creatives (marketing, messaging, and the brain science behind making creative ideas reality)

www.kabrinabudwell.com

How did Business By Design help your business?

Business by Design helped me get out of my own way. It forced me to look at what i was doing in the world differently and to stop hiding behind other peoples success as a service provider and to step into the spotlight because there is no backstage in life.

PROFILE 058



Gina Ballard

Gina Nicole

NICHE / AUDIENCE

I support seekers to embody their truth; guiding empaths and highly sensitives to ignite their intuition, and emerging entrepreneurs to build heart-centered businesses

www.ginanicole.net www.school.ginanicole.net

How did Business By Design help your business?

BBD helped me to re-org the steps and structure of my business, and to being simplifying what I was way overthinking. And one of the first steps ... was to help me nail my niche.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

SPIRITUAL / PERSONAL DEVELOPMENT

Niche case studies

PROFILE 059



Imogen Lamport

Elcorn Image Pty Ltd

NICHE / AUDIENCE

Transformational Personal Branding Expert helping intelligent, visionary women identify and authentically express their style from the inside out so they have the confidence, credibility and charisma that allows them to courageously step into the spotlight and share their expertise with the world.

https://insideoutstyleblog.com

How did Business By Design help your business?

Biggest thing have been creating a team which has helped me get some sanity back in my life!

PROFILE 060



Jessica Jackson

Thriving in Motherhood

NICHE / AUDIENCE

I help moms of faith navigate hard seasons of motherhood, so that they have the time and energy to work on their own projects or business with kids at home, and create a motherhood they love.

http://thrivinginmotherhoodpodcast.com

How did Business By Design help your business?

BBD empowered me to go from a mom with a hobby podcast to a growing online business. When I joined in 2019 I needed someone to tell me exactly what to do for my product launch so I didn't waste the little time I had to work as a full time homeschooling mom with four children. In that first launch I generated the $3000 - matching my investment for BBD. Since then BBD has helped me launch my first monetized before you make it course, a backend membership, relaunch two physical products, and do the same thing all again the next year with exponential results with my revenue. I had a 10k year last year which is a lot for only working in the early morning or during Naptime. I thank James.for teaching the principles that make it possible to stay productive, profitable, and enjoy the entire journey of building a business.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

SPIRITUAL / PERSONAL DEVELOPMENT

Niche case studies

PROFILE 061



Carolina Sotomayor

Carolina Sotomayor Reiki

NICHE / AUDIENCE

Fertility Reiki Healing and Coaching

www.carolinasotomayor.com

How did Business By Design help your business?

It gave me the confidence to transition to online and create streams of income for my family.

PROFILE 062



Elisabeth Manning

Divine Magic

NICHE / AUDIENCE

Spiritual energy tools for conscious creation of the life that wants to be born, whether a baby, business or blessed life.

www.elisabethmanning.com/divine-magic

How did Business By Design help your business?

This is the Holy Grail of all business training programs out there! I really do feel like I'm becoming a solid CEO of my business. James is the real deal and he walks his talk and it's an honor to learn from him. The program also helped me realize that I could pivot from Fertility and scale into a larger audience - and it gave me the courage to do just that and "go for it" this year!

Original Business By Design testimonials. These are not Alignment Acquisition client results.

SPIRITUAL / PERSONAL DEVELOPMENT

Niche case studies

PROFILE 063



Gina Kershaw

Your Today Story

NICHE / AUDIENCE

Manifestation Coach for Mom Entrepreneurs

https://www.ginakershaw.com

How did Business By Design help your business?

BBD showed me all the nuts and bolts of running an online business. I jumped into online entrepreneurship thinking it was as easy as creating a single webpage. Initially I was like most people who are having new ideas and dreaming about how online business could offer the freedom and financial security I was craving. And, I was sure in my belief that "if you build it, they will come." I didn't know anything about funnels or marketing or strategy or how mindset could completely derail me (even as I was on the tipping point of a major breakthrough). I think this is where many would-be entrepreneurs end up quitting. But, BBD gave me all the processes, but even more than that, the coaching calls helped with all of the mindset and imposter syndrome issues that came up (that I didn't even know about!!). Honestly, I would not have an online business without BBD.

PROFILE 064



Justin Wenck

E-motions Engineering LLC

NICHE / AUDIENCE

Helping people break out of their successful yet unsatisfying careers and begin to pursue their passion

https://www.justinwenck.com/

How did Business By Design help your business?

BBD gave me the information, processes, and support to create offers and start helping people instead of waiting years to figure it out on my own.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

SPIRITUAL / PERSONAL DEVELOPMENT

Niche case studies

PROFILE 065



40+Style

NICHE / AUDIENCE

Style & beauty & confidence for women over 40 (I have a few others as well)

https://40plusstyle.com

How did Business By Design help your business?

It helped me think about the business in a more strategic way. Using more math and creating more systems. It's a great resource to always fall back on when doing launches or creating new goals & businesses. It also started my journey of mindfulness and building a business by my design.

PROFILE 066



Michael Burrows

Anxiety Specialists

NICHE / AUDIENCE

Helping people master their anxiety

www.anxiety-specialists.com

How did Business By Design help your business?

BBD has helped us with our abundance mindset and to value ourselves. We've also been able to see how we could scale and expand to being an international online business, rather than staying small and local.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

04

Hobbies & Interests

Notice how creative skills and specialist interests become educational offers.

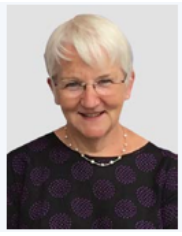
YOUR ALIGNMENT QUESTION

What can you teach that someone is ready to learn?

HOBBIES / INTEREST

Niche case studies

PROFILE 067



Clare Seymour

Musicbuds

NICHE / AUDIENCE

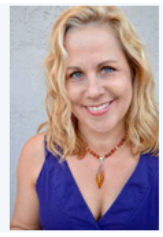
'Doing Diversity Differently': Promoting Diversity awareness in 3 - 7 year olds by teaching through music

www.musicbuds.org

How did Business By Design help your business?

In so many ways! BBD has given me direction, support, understanding, motivation, knowledge, skills and community encouragement. It's a better resource than I ever imagined!

PROFILE 068



Christel Arcucci

Soul Purpose Network

NICHE / AUDIENCE

Embody Soul Purpose & Transform Trauma

www.ChristelArcucci.com

How did Business By Design help your business?

BBD helped me create clear structure and scalable systems in a business I love! Also the community is full of incredible people and is a wealth of resources and support.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HOBBIES / INTEREST

Niche case studies

PROFILE 069



Victoria Thomas

Kelly-Moss Road & Race Inc

NICHE / AUDIENCE

Automotive (Porsche racing & builds)

www.KellyMoss.com

How did Business By Design help your business?

Launching our online race car driver development academy

PROFILE 070



Tina Dhillon

Studio DO Architecture + Interiors

NICHE / AUDIENCE

Design Thinking: interiors, new houses, renovations, style guides, travel guides for the visually minded, Course and workbook on Learn to Think like a Designer

https://www.studiodo.ca/

How did Business By Design help your business?

Business by Design got me thinking about how to scale what I do and move away from one on one to one to the many. I have figured out my offerings and getting them completed.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HOBBIES / INTEREST

Niche case studies

PROFILE 071



Sydney Bass

The Profitable Stylist

NICHE / AUDIENCE

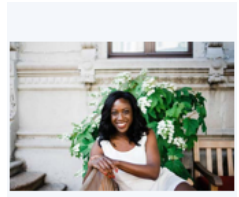
Courses for stuck and struggling personal wardrobe stylists who want to go from overworked to profitably booked

https://theprofitablestylist.mykajabi.com/

How did Business By Design help your business?

I joined Business by Design to learn how to be better at the marketing side of online business- things like copy and messaging that I knew I could improve. I got that - AND I got step-by-step processes written out for me for things I didn't even know I needed to help me better launch my course and online programs. It gave me the confidence that I COULD create and launch a course and that it could be easy.

PROFILE 072



Thea Duncan

Doing Italy LLC

NICHE / AUDIENCE

Move to Italy Courses

www.doingitaly.com

How did Business By Design help your business?

I basically did plug and play from having no course to launching my first course to make $15,000, with a prelaunch list of 500 people

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HOBBIES / INTEREST

Niche case studies

PROFILE 073



Tiffany Bell

Sprinkles of Joy

NICHE / AUDIENCE

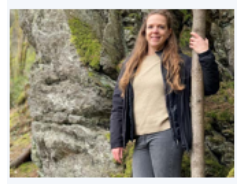
Home Decluttering, Organising & Decorating

www.sprinklesofjoy.com.au

How did Business By Design help your business?

Literally the ONLY business manual that I refer too!

PROFILE 074



Sofie Hoste

Tuinen in Beweging

NICHE / AUDIENCE

Garden Design

www.tuineninbeweging.be

How did Business By Design help your business?

I shifted my offline business with 1/1 clients to a partially online business where I can offer much more value to much more people: i love it! Finally i am getting my life back!

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HOBBIES / INTEREST

Niche case studies

PROFILE 075



Nick Demos

Nick Demos Media

NICHE / AUDIENCE

Storytelling for Spiritual, Online Entrepreneurs

www.thenickdemos.com

How did Business By Design help your business?

One sentence from James Wedmore shifted my entire business

PROFILE 076



Sandy Viteri

Video Podcast Academy

NICHE / AUDIENCE

Video Podcasting

https://viterivibes.com

How did Business By Design help your business?

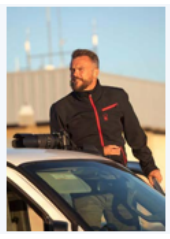
Thanks to Business by Design I learned all of the ins and outs on how to launch my digital course.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HOBBIES / INTEREST

Niche case studies

PROFILE 077



Rich Cooper

The Centre of Aviation Photography

NICHE / AUDIENCE

Aviation Photography

www.coaponline.com

How did Business By Design help your business?

Mindset, membership launch (including Football Phone), removing barriers, inspiration

PROFILE 078



Pamela Grice

Crochetpreneur

NICHE / AUDIENCE

Crochet Business Coach

https://crochetpreneur.com

How did Business By Design help your business?

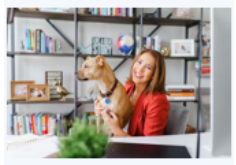
Since joining BBD, I have double my membership and profits year after year. The strategies and resources in BBD have helped make each new strategy accessible and each new goal achievable!

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HOBBIES / INTEREST

Niche case studies

PROFILE 079



Nicole Begley

Hair of the Dog Academy

NICHE / AUDIENCE

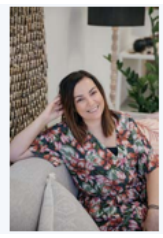
Pet Photography Education

www.hairofthedogacademy.com

How did Business By Design help your business?

BBD allowed my business to move from fun little side focus to a full-blown machine. Our growth since starting BBD is measured not only in revenue, but also in life hours regained and incredible team members added on.

PROFILE 080



Mim Jenkinson

Paper Planner Club

NICHE / AUDIENCE

Creating and selling Planners, Printables + Stickers

https://www.mimjenkinson.com

How did Business By Design help your business?

BBD helped me to pre-sell my courses and programs before I'd made them, build my audience, craft my first webinar and launch in a variety of ways! Essentially, I moved from hobbyist side hustler to digital CEO. My revenue has grown hugely as a result - yet my working hours have significantly reduced :)

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HOBBIES / INTEREST

Niche case studies

PROFILE 081



Matthew Treece

BuzzCube

NICHE / AUDIENCE

Unlimited Graphic Design & Kajabi Web Development For $650/Month

https://www.buzzcube.io/services

How did Business By Design help your business?

BBD showed me how to hire the right team, how to launch my service and strategies of how to position my service-based membership.

PROFILE 082



Marta Tarallo

Bottega Zero Waste

NICHE / AUDIENCE

Handmade skincare

www.bottegazerowaste.com

How did Business By Design help your business?

Helped clarifying the messaging and funnel set up

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HOBBIES / INTEREST

Niche case studies

PROFILE 083



Jenny Kotlyar

Limitless Hiker

NICHE / AUDIENCE

Hiking and outdoor adventure

Limitlesshiker.com

How did Business By Design help your business?

It gave me the strategies I needed to actually step into being a leader in my industry, fix my messaging so I resonated with my audience instead of putting out fluff, stopped focusing on the “vanity” numbers, and run successful launches.

PROFILE 084



Jay Hunt

Smartphone Video for Smart People

NICHE / AUDIENCE

Smartphone Video One Day Online Courses

www.smartphonevideoforsmartpeople.com

How did Business By Design help your business?

Got me started on how the hell to promote 2 courses i had been running in real life

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HOBBIES / INTEREST

Niche case studies

PROFILE 085



Kim Rormark

Landscape2Art AS

NICHE / AUDIENCE

Landscape Photography Marketing

www.landscape2art.com

How did Business By Design help your business?

BBD got me out of my comfort zone at the point I understood it was me that was holding me back. The launch execution guides are also priceless. Thank you!

PROFILE 086



Jo Clark

Holistic Equitation Ltd

NICHE / AUDIENCE

We help struggling heart-centered horse riders make more rapid and more consistent progress AND have a happier horse!

www.derekandjo.com

How did Business By Design help your business?

Where do I start? It's completely completely transformed it! We've gone from running our own equestrian centre , teaching 1-2-1, to delivering an online coaching programme and helping far more riders than we could before. BBD and James taught us how to "think 1-to- many" and has given us clear direction and a clear plan of what's required to actually create a business around online teaching and coaching. We were using ALL our energy on £10-50 an hour work. We've stopped all that and now everything we do can be re-purposed to build our business. We're currently part way through our 2nd ever launch and it's going _really_ well! Oh and by the way we now have a serious handle on our messaging and we've learned how to listen to what our people are saying and craft our landing and sales pages accordingly. THANK YOU SO MUCH!

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HOBBIES / INTEREST

Niche case studies

PROFILE 087



Bjorgvin Benediktsson

Audio Issues

NICHE / AUDIENCE

Music Production Tips

www.audio-issues.com

How did Business By Design help your business?

It helped me structure my launches and make me comfortable with using webinars to launch and promote products. It helped me do multiple $25K launches of my flagship program as well as streamline a lot of my business practices. All in all I've made my BBD investment back 50X or more!

PROFILE 088



Amanda Schaefer

Fearless Fastpitch

NICHE / AUDIENCE

Softball

Fearlessfastpitch.com

How did Business By Design help your business?

Being able to understand my demographic and and what their needs are has helped my business to serve them with invaluable resources. The impact BBD has had on my business is absolutely invaluable, both strategically and financially. Building scalable processes means I can show up and serve the athletes that I work with and enjoy what I do every single day!

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HOBBIES / INTEREST

Niche case studies

PROFILE 089



Jenny Bernström

Bergahundar AB

NICHE / AUDIENCE

Adventures and running coaching for dogs and their owners

Bergahundar.se

How did Business By Design help your business?

BBD has helped me think about my business in a whole new way. I have tightened my niche. I'm marketing with a whole other message. I'm attracting clients I love to work with.

PROFILE 090



Maggie Green

The Green Apron Company

NICHE / AUDIENCE

Cookbook Writers

www.cookbookwritersacademy.com/free

How did Business By Design help your business?

BBD helped me create the first iteration of my program and get it launched. I also learned the math of online webinars and statistics keeping from BBD

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HOBBIES / INTEREST

Niche case studies

PROFILE 091



Catherine Respess

Red Mare

NICHE / AUDIENCE

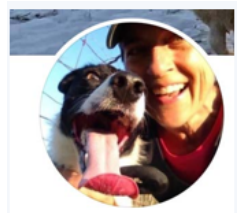
RM is an agency with creative bones, business brains, and equestrian hearts. With a focus on serving the horse industry, we provide strategies, coaching, & services to grow your equine business without feeling burdened or burned out, so you can get back to the barn blissfully.

Redmareenterprises.com

How did Business By Design help your business?

I was an exhausted solopreneur and new mother when I joined BBD. I epitomized the idea of treating myself like an employee instead of a digital CEO. 2.5 years later, my team has grown to 20 and we've tripled our revenue. This year we are stream lining our offers and aiming to triple our revenue again.

PROFILE 092



Hélène Lawler

Shaping Chaos Dog Training

NICHE / AUDIENCE

Dog sport performance coaching

www.helenelawlercoaching.ca

How did Business By Design help your business?

BBD has taught me the mechanics of building a successful business and given me the skills I need to get out of my own way and build a successful business that I love. The community support and coaching guidance is unparalleled. But I think the greatest gift BBD has given me is the belief that my dream is actually possible. That I can actually make this happen. That my success is inevitable, as long as I follow the trainings and keep taking action.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

HOBBIES / INTEREST

Niche case studies

PROFILE 093



Vanda F. Sousa

Going The Dodo Way Felting

NICHE / AUDIENCE

Teaching wet felting

https://www.vandafsousa.com/

How did Business By Design help your business?

Well, before I invested in BBD I had no business. You could say I had a side hustle, or even a hobby. BBD helped me understand what needs to be in place to have a business. I'd say there are two sides to it. There's a practical side, where I learnt how to put all the pieces together and gradually implement processes to go from an amateur to a business. Then there's the mindset side. And, by no means is this one less important! I learnt that my business can only grow to the extent that I grow first. The community is another one of the major elements for me. I don't know how many times I've reached out to the Facebook group to ask questions about problems I need to solve, or just to ask for an opinion from someone who's doing the same. Then there's the fact that BBD has so many resources, some of which you need when you get to the next level. I've been part of BBD for some time, and I've noticed how, as I grow, I take advantage of parts of the course I hadn't used before. I'm always amazed at how much James and his team are doing to make it better and better. The program keeps growing, with tons of resources added, to help answer any question you have along the journey of creating a digital business.

REFLECT & APPLY

What stands out to you?

The audience is...

The transformation is...

An idea I can explore...

Original Business By Design testimonials. These are not Alignment Acquisition client results.

05

Business & Finance

Explore focused business support, skills training and professional education.

YOUR ALIGNMENT QUESTION

Which business problem can you help someone solve?

MONEY / BUSINESS / FINANCE

Niche case studies

PROFILE 094



Tanya Smith

Profitable Portraits

NICHE / AUDIENCE

Teaching business and sales to boudoir & portrait photographers

www.profitableportraits.com

How did Business By Design help your business?

BBD was what I needed to get me started. I didn't know where to start or what to do first and I ended up following "monetize before you make it" to launch my signature program with a first launch of $25k and I didn't even have my course built yet!

PROFILE 095



Julian Cañita

Julian Canita Marketing Solutions

NICHE / AUDIENCE

Filipino Coaches and Marketers

www.juliancanita.com

How did Business By Design help your business?

It helped me structure my launches from ideas to implementation

Original Business By Design testimonials. These are not Alignment Acquisition client results.

MONEY / BUSINESS / FINANCE

Niche case studies

PROFILE 096



Steven de Cuba

Steven de Cuba

NICHE / AUDIENCE

I help busy creatives build a personal brand on social media

stevendecuba.com

How did Business By Design help your business?

Developed my group coaching program, learned how to launched it and made 17K euros at my second launch with a launch list of less than 400 people.

PROFILE 097



Serena Shoup

The Ambitious Bookkeeper

NICHE / AUDIENCE

Bookkeepers and Accountants

ambitiousbookkeeper.com

How did Business By Design help your business?

Launching, employee culture, messaging and mindset

Original Business By Design testimonials. These are not Alignment Acquisition client results.

MONEY / BUSINESS / FINANCE

Niche case studies

PROFILE 098



Liz Melville

TIG Marketing Ltd

NICHE / AUDIENCE

Facebook Ads Strategist & Coach

https://lizmelville.com

How did Business By Design help your business?

BBD has been pivotal in teaching me EVERYTHING about launching a course, putting it all together, building a team, my business model.....I could go on and on! I've been in BBD since 2016 and it's a constant reference source for growing my business and digital courses.

PROFILE 099



Hitesh Daudia

HD Ventures

NICHE / AUDIENCE

I help caregivers create a more balanced lifestyle, in achieving more by doing less. Using simple systems, processes and technology!

www.hiteshdaudia.com

How did Business By Design help your business?

It gave me the foundations for the whole course creation process and becoming more confident so I could do my Facebook live every week and serve my community at a deeper level..

Original Business By Design testimonials. These are not Alignment Acquisition client results.

MONEY / BUSINESS / FINANCE

Niche case studies

PROFILE 100



Rhonda Melogy

Business Plan of Action

NICHE / AUDIENCE

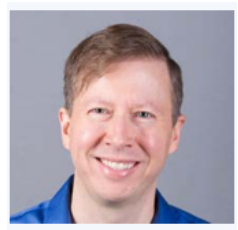
Time Management, Processes & Systems

https://businessplanofaction.com

How did Business By Design help your business?

Money Mindset Shift

PROFILE 101



Eric Z. Johnson

Conversational Leads

NICHE / AUDIENCE

Business Coaches

www.ericzjohnson.com

How did Business By Design help your business?

BBD gave me a experience-based, comprehensive and step-by-step system for building myself, my business, my clients, and online audience. Before BBD, there was constant noise and pressure. Each and every one was pulling me in a different direction! #ThankYouNext BBD provided a clear path to more contribution, impact, and revenue.The BBD community has been phenomenal and exceptionally supportive on my journey too. Inside the BBD Facebook group, not only are there great members, there are trained coaches constantly providing clarity, direction and support. Thank you James and BBD!

Original Business By Design testimonials. These are not Alignment Acquisition client results.

MONEY / BUSINESS / FINANCE

Niche case studies

PROFILE 102



Joshua Lee

Breakthrough LLC

NICHE / AUDIENCE

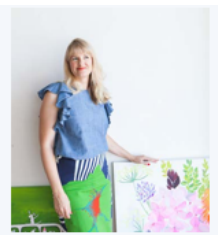
Breakthrough Coaching

www.joshuailee.com

How did Business By Design help your business?

BBD got me out of my own way. It helped to take a step back and look at my business objectively so I could bypass my own preconceptions about the way I wanted things to be. I had a lot of attachments to outcomes and suffered emotionally when I didn't progress as hoped. Once I got into BBD and learned how to look at my business like a machine, devoid of any attachments, I was able to slow things down and spend the necessary time to follow the system laid out in the program.

PROFILE 103



Marisa Cummings

Creative Thursday

NICHE / AUDIENCE

Helping Artists Sell their Work Online to their Ideal Collectors

creativethursday.com

How did Business By Design help your business?

So many ways!! and still helping a year later! my Challenge Launch, Messaging, Debriefs, Hiring, Planning, Mindset, Launch Scripts to name a few. Thank you!!!

Original Business By Design testimonials. These are not Alignment Acquisition client results.

MONEY / BUSINESS / FINANCE

Niche case studies

PROFILE 104



Elisa Becker

Leap with Lisa

NICHE / AUDIENCE

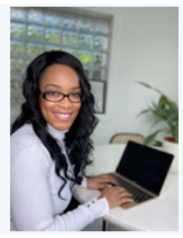
Psychology based business coaching helping new and aspiring entrepreneurs to find their unique biz idea and a path to profit that fits them

https://leapwithlisa.com

How did Business By Design help your business?

BBD helped my in so many different ways: Creating my offers, setting up a launch strategy, perfecting my messaging and copy. But one of the best things is having a community of other entrepreneurs and not feeling as alone in this journey.

PROFILE 105



Angel Santos

Christian Shepreneur Academy

NICHE / AUDIENCE

I help women create and sell online courses.

www.christianshepreneuracademy.com

How did Business By Design help your business?

It helped me 1.) Focus on being the CEO not just a technician in my business 2.) That clarity and being told to focus on one goal at a time helped me create my first 10K cash received month.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

MONEY / BUSINESS / FINANCE

Niche case studies

PROFILE 106



ALoN David

90X

NICHE / AUDIENCE

Helping entrepreneurs setting goals and 90 days

www.90x.co

How did Business By Design help your business?

90X was A product company Only in Business By Design helped us add the digital element to our business and now it is 2/3 of our business model

PROFILE 107



Monica Vallero

Monica Vallero

NICHE / AUDIENCE

Helping Entrepreneurs & Creatives turn their passion into profits

www.monicavallero.com

How did Business By Design help your business?

Clarified my niche and making my business even more profitable while having fun

Original Business By Design testimonials. These are not Alignment Acquisition client results.

MONEY / BUSINESS / FINANCE

Niche case studies

PROFILE 108



Marissa Rodriguez

The Meraki Collective

NICHE / AUDIENCE

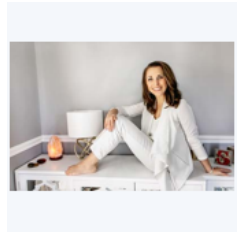
Helping personal brand entrepreneurs establish their online presence (branding, websites, tech & biz coaching)

https://themerakicollective.com/

How did Business By Design help your business?

BBD helped me create my online courses, launch my coaching program, create structure in my business and become the person I need to BE to run the business of my dreams!

PROFILE 109



Sarah Tugender

Aligned Practice Profit System

NICHE / AUDIENCE

I help healthcare professionals create systems in their practice so they can launch online programs and memberships with ease.

www.SarahTugender.com

How did Business By Design help your business?

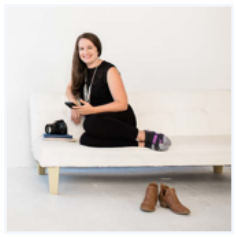
Business by Design opened a world of possibilities for me in the online world. I went from being a door-to-door salesman to an online thought leader and business mentor.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

MONEY / BUSINESS / FINANCE

Niche case studies

PROFILE 110



Rebecca Ellison

Rebecca Ellison Creative

NICHE / AUDIENCE

Business coach who helps service based businesses scale through brand strategy and photography.

www.rebeccaellison.com

How did Business By Design help your business?

BBD helped me streamline and understand the process of launching in a scaleable way

PROFILE 111



Peppa Georgieff

The Instroverts

NICHE / AUDIENCE

I help course creators & online coaches transform their biz into an aligned+profitable ecosystem

https://peppageorgieff.com

How did Business By Design help your business?

It helped me set the stage for my own aligned and profitable online business. Before BBD I didn't even have an exact plan or idea for how to build and run a sustainable online business that I love while enjoying life and have fun being an entrepreneur.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

MONEY / BUSINESS / FINANCE

Niche case studies

PROFILE 112



Keldie Jamieson

OBM Leadership Academy

NICHE / AUDIENCE

Business Management - Train & Coach Online Business Managers (integrators)

https://www.obmleadershipacademy.com

How did Business By Design help your business?

BBD helped me focus on my inner game and breakthrough some of my beliefs around money and work. Dealing with my mindset and diving into the lessons that I needed (choose your own adventure style) really helped me to keep moving forward in a way that worked best for me and I was able to better define my niche.

PROFILE 113



Jimmy Turner

The Physician Philosopher

NICHE / AUDIENCE

Money and Mindset Coaching for Physicians

thephysicianphilosopher.com

How did Business By Design help your business?

BBD has provided structure and intention to my business so that I can focus on what matters most and have an intentionally designed business.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

MONEY / BUSINESS / FINANCE

Niche case studies

PROFILE 114



Julia Worthington

Amber Consulting for Fundraisers

NICHE / AUDIENCE

Coaching fundraisers about corporate fundraising

www.amberconsulting.org.uk

How did Business By Design help your business?

Bbd helped me find a process to follow so I could sell my online course, which I had struggled to sell?, even with marketing assistance.

PROFILE 115



Debbie Sipowicz

Creatively Empowered, LLC

NICHE / AUDIENCE

Soulful Women Entrepreneurs who are deeply connected to what they're here on earth to do ... but don't know how to talk about it in a way that gets others to say 'yes' - and are turned-off by traditional marketing.

www.DebbieSipowicz.com

How did Business By Design help your business?

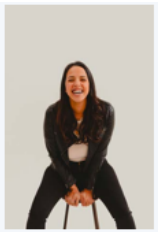
It helped me get started, choosing a niche and sticking with it. But more importantly BBD is one of those programs I return to time and again. As my business grows and changes - so do my requirements for help. BBD continues to my go-to program for the answers.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

MONEY / BUSINESS / FINANCE

Niche case studies

PROFILE 116



Jenny Petit

Petit Studio

NICHE / AUDIENCE

Branding and website design

https://www.jennypetit.com

How did Business By Design help your business?

BBD has help me flip my mindset around building a business that works for me and helped me create my own way of success thanks to the various tools within the program I can select what fits my business each time, but must importantly the mindset side of the program has help me double my prices and gain confidence, I’m now able to pass the knowledge, strategies and confidence with my own twist to my clients. Hands down best program in the metaverse

PROFILE 117



Michelle Christina Larsen

Freelance Writing Cafe

NICHE / AUDIENCE

Freelance writing career growth

https://5kfreelancewriting.com/

How did Business By Design help your business?

BBD has plug-and-play templates and fool proof instructions that allowed me to confidently set up a sales page and email sequence to generate over $2500 in my first launch with a low ticket offer. It was a huge success with raving feedback and now I'm gearing up to launch my official program. Overall, online business has been a slow bambi- learning-to-walk process for me, as someone prone to shiny object syndrome, anxiety, and procrastination. But that's the great thing about BBD. It's not a "course" or a timeline to follow. You're never "late". BBD is a veritable plethora of organized resources so you can dip in, grab what you need, and make things happen. The BBD community's main draw for me has been seeing "real people" results instead of random claims around on the internet.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

MONEY / BUSINESS / FINANCE

Niche case studies

PROFILE 118



Irina Prokofieva

Idendis Ltd

NICHE / AUDIENCE

Human Design and Energetics for Entrepreneurs

www.irinaprokofieva.com

How did Business By Design help your business?

BBD helped me design a process for launching my group programs, and also creating structure in my business (e.g. hiring a team, establishing processes etc).

REFLECT & APPLY

What stands out to you?

The audience is...

The transformation is...

An idea I can explore...

Original Business By Design testimonials. These are not Alignment Acquisition client results.

06

More Niche Possibilities

Look for overlooked audiences in education, family life, language and content.

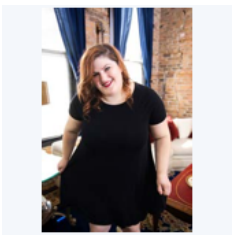
YOUR ALIGNMENT QUESTION

Where do your skills meet a clearly defined need?

MISCELLANEOUS NICHES

Niche case studies

PROFILE 119



Amy Mae

The Amy Mae

NICHE / AUDIENCE

Human Design

www.theamymae.com

How did Business By Design help your business?

Gave me clarity around my messaging and allowed for me to double my audience in weeks.

PROFILE 120



Anastasia Lapik

Aligned Vibration

NICHE / AUDIENCE

Established Heart-centred Experts looking to design an online course

https://www.alignedvibration.com/

How did Business By Design help your business?

Helped to clarify my niches and my offer. Also provided me with tools of processes that I don't feel I ever need to go to another program!

Original Business By Design testimonials. These are not Alignment Acquisition client results.

MISCELLANEOUS NICHES

Niche case studies

PROFILE 121



Stephanie West

Starfish Social Club

NICHE / AUDIENCE

Education/self-help- I help neurodiverse kids and teens develop self- and social awareness so they can become more socially competent, confident, and connected.

www.theamymae.com

How did Business By Design help your business?

Helping me upgrade my messaging and offers,

PROFILE 122



Keri Brown

Enchanted Kinder Garden

NICHE / AUDIENCE

Kindergarten & First Grade Resources

http://www.enchantedkindergarden.com

How did Business By Design help your business?

I had a hard time taking my business seriously and knowing exactly what I needed to do next. BBD has opened my eyes to so many things that I can do and need to do. I am going to be relaunching a course as evergreen and making a brand new course because of what I've learned through BBD. The entire program is a mindset shift and it's something that I was missing personally and in my business. Through BBD, I also ended up with Sales Page by Design. It filled in all of the missing components when it came to actually selling my course. The BBD Facebook group is also full of so much knowledge. My entire business has shifted into the right direction because of BBD.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

MISCELLANEOUS NICHES

Niche case studies

PROFILE 123



Jessica Shattock

Sky Blue English

NICHE / AUDIENCE

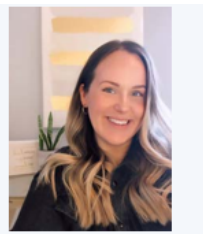
Advanced English language teaching and coaching to non- native speakers

www.skyblueenglish.co.uk

How did Business By Design help your business?

BBD has been incredibly helpful. It has helped my mindset, the way I view business and money, launching and much more.

PROFILE 124



Courtney Knoblauch

Horizon Tutoring

NICHE / AUDIENCE

Student Success Coaching: Test Preparation, College Admissions

www.horizontutoring.com

How did Business By Design help your business?

BBD helped me FINALLY launch my digital course, systematize my business, and completely up-level my coaching style to better serve my students.

Original Business By Design testimonials. These are not Alignment Acquisition client results.

MISCELLANEOUS NICHES

Niche case studies

PROFILE 125



Andrea Davis

Better Screen Time

NICHE / AUDIENCE

Screen Time Help for Parents

www.betterscreentime.com

How did Business By Design help your business?

Mindset!

PROFILE 126



Craig Makhosi Charnock

UBuntu Bridge

NICHE / AUDIENCE

Xhosa language learning community

www.learnxhosaonline.com

How did Business By Design help your business?

Structure and Launch

Original Business By Design testimonials. These are not Alignment Acquisition client results.

MISCELLANEOUS NICHES

Niche case studies

PROFILE 127



Carolina Maggi

Mama 360

NICHE / AUDIENCE

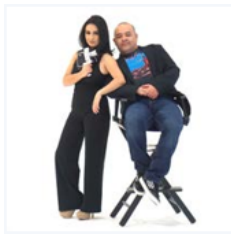
Mompreneurs (Spanish speaking)

momgoalssociety.com

How did Business By Design help your business?

I was able to create process that allow me to build the business that align to the lifestyle I want. I learned to focus in what moves the needle for my business. I'm working in launches that allow me to scale my business to impact more mompreneurs.

PROFILE 128



Diana Castro

For Productions

NICHE / AUDIENCE

Consistent video content (Subscription) for heart centered businesses.

www.ForProductions.com

How did Business By Design help your business?

Planning

Original Business By Design testimonials. These are not Alignment Acquisition client results.

AA **AlignmentAcquisition**

Marketing. Mind. Money.

YOUR NEXT STEP

Find your niche alignment.

Use the examples as inspiration. Write a clear starting point, then test it through conversations with the people you want to serve.

01 **Your strengths**

What experience, knowledge or skill can you use to help someone?

02 **Your audience**

Who is most likely to need that help? Be specific about their situation.

03 **Their problem**

What challenge do they want to solve, in their own words?

04 **The transformation**

What clear change can you help them work toward?

05 **Your first test**

Who will you speak with, and what will you ask before building an offer?

Positioning draft: I help [audience] work toward [transformation] through [approach].

SOURCE & EDITORIAL NOTES

Original stories. Clear attribution.

Original publication

128 Unique Niches That Are Absolutely Crushing It (2022). The supplied PDF credits Level Five Publishing and Business By Design. Original source: www.businessbydesigntraining.net.

This learning edition

Design and learning prompts use Alignment Acquisition's supplied brand guidelines. The six-category structure and all 128 participant profiles are retained. Original photographs, testimonials and business details belong to their respective owners.

How to interpret the examples

The quoted experiences refer to Business By Design. They are not Alignment Acquisition testimonials, endorsements or verified client outcomes. This redesign does not imply a partnership or affiliation.

Historical information

The profile wording and business links reflect the 2022 source. Any figures, prices, revenue claims and outcomes are historical participant statements, not current or independently verified facts. Some links or source entries may contain errors.

Brand reference

AlignmentAcquisition Brand Guidelines: primary blue #002993, primary green #1F7E0B, aqua #00FFFF and gray #808080. Typography: Montserrat ExtraBold, Poppins and Open Sans. Brand line: Marketing. Mind. Money.

AlignmentAcquisition

Marketing. Mind. Money.

Clarity starts with alignment.

Define who you serve.

Understand the problem.

Build an offer with purpose.

Marketing. Mind. Money.

Align Purpose. Acquire Freedom. Create Impact.

I Am Aligned.

alignmentacquisition.com