

BDC Client Success Stories

Making money as a coach starts by believing it's actually possible to do that. The goal of this case study collection really isn't to get you to enroll in the Best Damn Coach (although you might decide to after you're done reading these case studies!). It's to expand your horizons and get you to believe that YOU actually can build a profitable coaching business. And not just that - but show you the diverse paths to success that are possible when you get the right support, clarity, and strategy. Below are a sample of 15 coaches who came into the Best Damn Coach and massively transformed their business (and themselves).

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Allison

Volleyball Recruiting Coach

Where She Started: Allison coaches high school volleyball players to sign with their dream colleges. When she came to me, she was charging just \$25 per session, meeting people at coffee shops, and paying for childcare for her 3 kids. She was essentially making less than minimum wage.

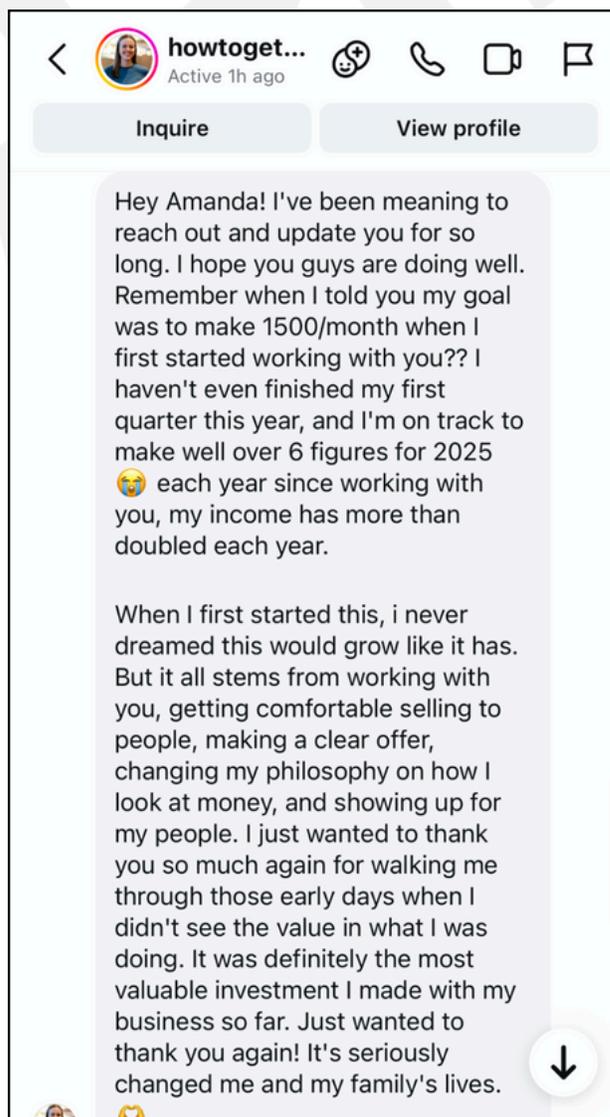
The Struggle: She was trading time for money in an unsustainable way that undervalued her expertise and couldn't support her family's needs. Her first milestone she told me she wanted to hit was being able to pay for her kids' private preschool tuition.

What We Did Together: We restructured her offering away from hourly work to transformational work with complete packages. She got hyper-specific in her messaging, targeting just volleyball players, and launched a small group program that became her small bite offer and led into her signature 1:1 coaching package. A simple and effective 6-figure model.

The Results: Within the first 6 months, Allison was able to pay for her kids' private school tuition - her first major goal. By year 2, she messaged me that she exceeded 6 figures in her business.

CHAT WITH AMANDA HERE

She sent me these:



Brittany

Executive Coach Using StrengthsFinder

Where She Started: Brittney is an executive coach who uses StrengthsFinder as a main tool in her coaching, but when she came to me, she was talking about all the modalities and techniques she used, which diluted her message.

The Struggle: She wasn't confident in how to talk about her services and was unsure about her offering structure.

What We Did Together: In just 3 months, we helped her get clarity on how to deliver her work without overwhelming prospects by talking about all her modalities. We also helped her get super clear on her offering suite, so she felt confident talking about her services.

The Results: Brittney's revenue grew 6,000% in those 3 months. Why? Because more conversations mean more sales, and she was finally confident in having those conversations.

YES! I WANT THIS RESULT

She shared this:



Good morning!

I was just reflecting on the progress I have made since I have been in your world since January (not even including the October FBL) and I just have to share with you. My business revenue has increased by nearly 250% compared to last year, and that growth is directly tied to the clarity, confidence, and action I've gained through the BDC.

Beyond the numbers, I feel like I have truly stepped into my role as a coach and business owner in a way I couldn't have imagined before. Your support, encouragement, and honest feedback have made such a difference, and I'm so thankful for it.

Thank you from the bottom of my heart.

And Happy June!

06/03, 9:12 AM

Angelyn

Burnout Coach for Speech Language Pathologists

Where She Started: Angelyn is a burnout coach specifically for SLPs (speech language pathologists). She came from a background in social work and clinical work, where she made small hourly wages, and she was really afraid to charge for her coaching services.

The Struggle: Her scarcity mindset around money and coming from a "helping profession" made it difficult for her to see the value in charging premium prices for transformation.

What We Did Together: We helped her create her first group offering, which she filled and sold out. She then developed the "burnout audit" - her version of her Small Bite Offer for getting clients - and created a signature one-to-one offer. After that, a membership where she could build a community of SLPs to lead into her offers.

The Results: After 18 months in the BDC, Angelyn successfully left her 9-to-5 job and is now all in on her coaching business full-time. She's so excited about the transformation she is seeing in her clients through the framework she created (in the [Framework Builder Lab](#), and she sent me this:

I'M READY TO GET STARTED

She shared this:

Wait. Amanda. Can I just tell you something since you're hear and I just hung up from my membership call. Literally I could cry. In a good way. The changes people are sharing are soooo amazing. 🥹🥹🥹
🥹 how do you even function when it starts working. Literally I know I know but knowing I know and it working is the COOLEST freaking feeling.

One person shared that 4 people told her she was grounded this week. She said " before a few months ago I could never have expected anyone to tell me that and 4 people isn't like one." 🥹🥹🥹
idk this feeling isn't one that I knew I wanted but this feeling is THE BEST knowing my coaching played a role in that

Brianna

High-Performance Executive Coach

Where She Started: Brianna was a practicing lawyer who wanted to transition into coaching, but wanted to feel safe to leave her position by replacing her existing salary first.

The Struggle: She knew she wanted to coach, but wasn't sure how to build a coaching business that could financially support her leaving law. She struggled with putting together a clear offer and pricing it so she felt confident to sell it.

What We Did Together: We got crystal clear on her high-ticket coaching offer and created the exact strategy to find client leads that worked for her schedule and strengths.

The Results: Brianna successfully left her career as a lawyer within 8 months of joining the BDC and feels safe to go all-in. She's now thriving as a full-time high-performance executive coach and signing 4 and 5-figure clients.

I'M READY TO TAKE THE NEXT STEP

Paige

Teen Athlete Confidence Coach

Where She Started: Paige was seeing a few private clients and helping female teen athletes get more confident on the field and court, but she wasn't sure how to grow the business into something profitable that wouldn't take up all of her one-to-one time. She had just gotten married and wanted to start a family, so scalability was crucial.

The Struggle: She lacked clarity on her target audience and how to package her expertise into an offer that would allow her to serve more people without trading all her time for money.

What We Did Together: We helped her clearly define her exact target audience, articulate precisely what she did, and launch her group program with some one-to-one work as well. Above all, we helped her shift her identity into truly believing she's an expert in her niche.

The Results: Paige successfully surpassed her first six figures in year 1 while creating the lifestyle flexibility she wanted for her growing family. What I love is years later, Paige still has a consistent 6-figure income doing what she loves.

"I would not be able to say I am a business owner without Amanda's support, guidance, and leadership. Having Amanda as my business coach has allowed me to break through many, many limiting beliefs and step into my calling to help girl athletes become confident.

Amanda believed in me when I felt like I couldn't really do this. She challenges me to think through the fear and doubt instead of sitting in it. I can't thank Amanda enough for what she has done for me on this journey of being an entrepreneur. I can proudly say, with Amanda's help, I am creating a life that I love."

[CONNECT WITH AMANDA HERE](#)

Archana

Weight Loss Coach for Physicians

Where She Started: Archana is a physician turned weight loss coach specifically for other physicians. When she started, she didn't have a clear offering and had only a few clients without a consistent method for bringing more in.

The Struggle: She knew she could help physicians lose weight, but her business lacked the structure and systems to generate predictable income.

What We Did Together: We created clarity around her specific offering and developed a consistent methodology for attracting and converting ideal clients.

The Results: Within just 3 months in the BDC, Archana had successfully moved into her first 5-figure months.

She shared this:



I'M SAYING YES TODAY

Ana

Life Coach for High-Achieving Women

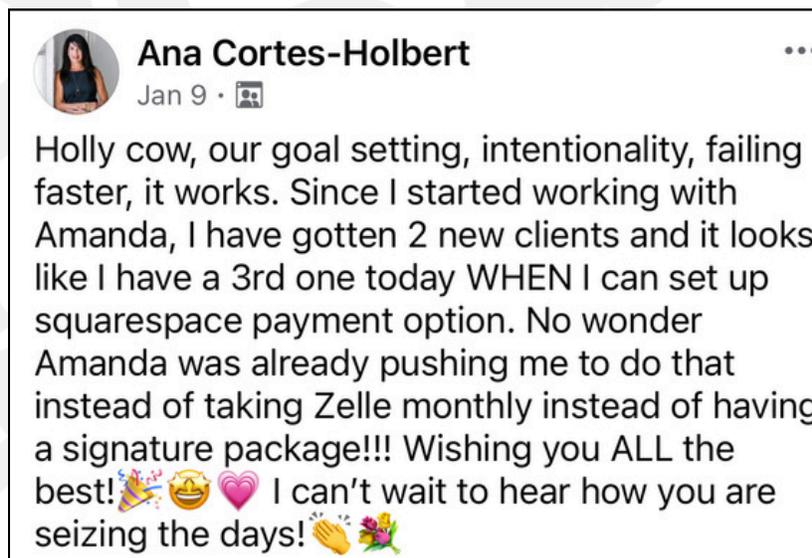
Where She Started: Ana is a life coach to high-achieving women, but when she started with me, she was all over the place with who she was talking to. Her messaging was very 'coachy' and disconnected from what her ideal clients were actually searching for.

The Struggle: She couldn't articulate what she did in a way that resonated with her ideal clients, which made it nearly impossible to attract them consistently.

What We Did Together: Within the first 30 days, we helped her get super clear on how to talk about what she did and gain more clarity around her ideal client.

The Results: Ana had the goal of adding 10 clients to her roster within the first 6 months - and she did exactly that. She continues to grow, is now a guest on podcasts regularly, and has increased her visibility because she's so confident about what she does and how to appropriately articulate it.

She shared this within her first 30 days of joining the Best Damn Coach:



I'M READY TO SEE RESULTS

Thia

Emotional & Academic Coach for Elementary Students

Where She Started: Thia was an elementary school teacher who was burnt out after COVID hit the classroom. She knew she could make more money using her skill set outside of traditional teaching.

The Struggle: She was exhausted from the classroom environment and needed to transition her teaching skills into a profitable business model quickly.

What We Did Together: We helped her launch an emotional and academic coaching business to support elementary school-age kids building confidence in the classroom, leveraging her expertise in a new way.

The Results: Thia replaced her teaching salary within 6 months of launching her coaching business.

"I am so thankful to have found you and to have your energy, care, and willingness to share your gift with me. From the bottom of my heart, thanks for giving a shit and pouring yourself into all of us women trying to become our own badass. My mom was my biggest cheerleader and fan and I feel like I have a piece of her because I have you."

Becky

Enneagram & Teen Anxiety Coach

Where She Started: Becky is an Enneagram and teen anxiety coach. When she came to me, she knew the things she "should" be doing on paper, but she wasn't actually doing them because she was completely overwhelmed about where to start.

The Struggle: Information overload and analysis paralysis were keeping her stuck. She needed a clear roadmap and accountability.

What We Did Together: In just 1 year in the BDC, here are the amazing things Becky accomplished: She got clear on the specific language to use in her messaging, started guesting on podcasts, launched a freebie, built her website, hosted workshops, and created a small-bite offer that's converting.

The Results: Becky doubled her caseload of 1:1 clients and now has multiple ways to attract ideal clients into her business.

Sharleen

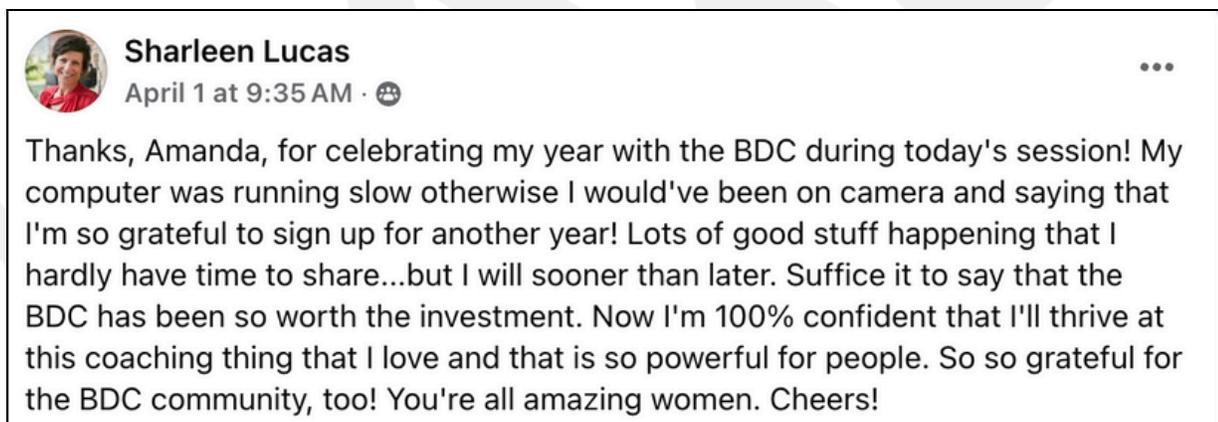
Chronic Illness Coach

Where She Started: Sharleen is a former nurse turned chronic illness coach. When she came to me, she had a couple of clients but wanted a full roster. She was overwhelmed about where to put her energy and was lacking the systems to feel like a real business owner.

The Struggle: She lacked clarity on exactly who she was serving, what results she could promise, and how to create a consistent sales process to fill her practice.

What We Did Together: We helped her get super clear on who she was serving and the specific results her coaching would provide. We created a clear sales process workflow and increased her prices over time so she felt really good about the value she was delivering.

The Results: Sharleen created a full roster within the first year in the BDC. She's now even at the point of considering a group program for scalability.



I'M READY TO MOVE FORWARD

Erica

Burnout Coach for C-Suite Executives

Where She Started: Erica is a burnout coach for high-level executives in the C-suite. She came to me confused about how to pull all of her expertise together. She had some consistent clients but wanted to launch a group program and create more stability - she was tired of the ebbs and flows and highs and lows in her business.

The Struggle: She was charging hourly, which limited her income potential, and she lacked confidence in her unique methodology, which affected her sales conversations.

What We Did Together: We adjusted her pricing away from hourly work into transformational pricing. Most importantly, she created her signature framework - The Energized Leader Formula - which gave her massive confidence.

The Results: Erica 2x'd her conversion rates on sales calls. Instead of only focusing on finding new clients, we were able to increase conversions of the clients who were already in front of her, making her business more efficient and profitable. Creating her framework gave her the confidence of what to say (and show) on her sales calls to increase YESes.

She shared this:

her. I got her permission to show her via my framework image how we had only built the foundation and we have other levels to achieve together. She wanted time to think about it, but asked me to send her the framework picture. I just heard back and she said she Yes! She wants to go to the next level!

I'm so grateful for your FBL course, Amanda, and for the coaching you gave me around so many aspects of my framework (from the modules to the name to the image). It is literally game changing for my confidence and clarity on sales calls.

CONNECT WITH AMANDA HERE

Lauren

Fertility Coach

Where She Started: Lauren is a fertility coach helping women who want to become mothers increase their fertility. She came into the BDC struggling with consistent leads and had a very messy offering suite. She was overwhelmed, confused, and lacking systems in her business.

The Struggle: She was missing the key ingredient to bring in clients consistently and didn't have a clear pathway for leads to become paying clients.

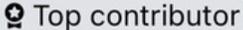
What We Did Together: We helped her launch a very clear lead magnet - her fertility toolkit - and she began hosting workshops consistently to fill up her programs.

The Results: Lauren now has consistent client flow through her workshops and lead magnet system. She's created predictability in her business where there was once chaos.

She shared this:



Lauren Enright ...

 Top contributor Nov 20, 2024 · 

So I did a thing (that maybe I shouldn't have - because it involves creating yet another new offer) but I'm pretty excited about the response I've gotten.

It's a smaller offer for those specifically experiencing pregnancy loss and grief (who is still my ideal coaching client).

I sent an email out explaining the new offer, and said I wanted 2-3 people to do a beta trial with in exchange for feedback.

I had 5 people respond already!!!

Amber

Health & Nutrition Coach for Postpartum Mamas

Where She Started: Amber is a health and nutrition coach for postpartum mamas. When she came to me, she had clients but was unable to prioritize or create a clear strategy for moving forward in her business.

The Struggle: She was working hard but lacked direction and a roadmap that felt doable. She needed systems that would work with her lifestyle as a mom, not against it.

What We Did Together: I taught her how to run webinars, and she took that strategy and ran with it. She's also updated her lead magnet and completely reimaged her blogging strategy, which is a huge driver for her business.

The Results: Amber has run multiple webinars with 40+ registrants and has signed clients directly from those webinars. She now has a clear content and conversion strategy that brings in consistent leads and clients.

"Ran a successful first webinar with 40 registrants, planned out actions/goals for 2022, signed 5 new clients since working with Amanda, Updated my lead magnet, reimaged my blogging strategy, and more!

My biggest issue was not being able to prioritize or create a clear strategy for moving forward. Amanda has helped me create a defined roadmap that both feels doable and is a growth opportunity. Without her, I'd still be switching up my strategy every week and making no progress toward any of my goals."

MESSAGE AMANDA HERE

Katie

Personal Styling Coach

Where She Started: Katie is a personal styling coach, but when she came to me, she was uncertain how to put together her offers to deliver a service that could actually build her income.

The Struggle: She had expertise but didn't know how to package it into profitable, scalable offers that clients would invest in.

What We Did Together: Katie created two distinct types of coaching services - an "existing style" service and a done-with-you styling service - and brilliantly blended them with life coaching to create a comprehensive, high-value offering.

The Results: Katie now has a multi-faceted, profitable offer suite that allows her to serve clients at different levels and price points, significantly increasing her income potential and impact.

When I first met Amanda, I felt like a little lost puppy. I knew deep down I had a warm home with loving people waiting for me somewhere, but I just needed a little help finding it. And, finding it, I did with Amanda's help.

Well, here we are almost a year later, and I can say that one thing Amanda delivered on was helping me find clarity. It took me a whole year to see what was right in front of my face, but Amanda was there to offer gentle guidance every step of the way. The days I called completely off track, she helped me get back on. She taught me a thousand things about running a business, but the number one thing she taught me was to bet on myself. If you want to run a successful business the first thing you need to do is bet on yourself.

TALK TO AMANDA TODAY

Diana

Coach for Single Empty Nest Moms

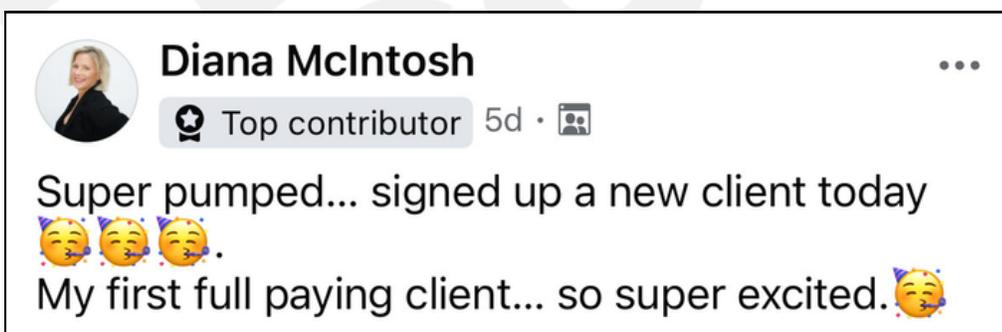
Where She Started: Diana came to me wanting to grow her coaching business as she was transitioning from her first career. She wanted to help women connect with their purpose, but her language was pretty vague.

The Struggle: Her messaging wasn't resonating, and even though she was creating Instagram content, it wasn't converting into clients.

What We Did Together: We got hyper-specific and identified that she's actually a coach for single empty nest moms. When she got clear on that specific language, her Instagram content became much more rich and engaging. We then created a strategy for her to take her leads from social media and turn them into clients.

The Results: Diana successfully got her first client plus more inside the BDC and now has a clear path forward for growing her practice with the right people. She's also grown her social following to over 14K because she nailed the hyperspecific audience she serves.

She shared this:



CHAT NOW FOR RESULTS