

A Client Case Study:

Cierra Robbins

The left side of the image shows a close-up of a dark, textured wall. Five Edison-style light bulbs are suspended from the ceiling by thin black cords. In the bottom left corner, an orange rectangular box contains the text 'Robbins Collective' in white, bold, serif font.

**Robbins
Collective**



Overview

In the everyday, when I'm helping entrepreneurs scale up their businesses - be it through new strategies for their start up or through strategic coaching - I know that I am targeted in my approach. I always start each conversation with ample preparation and a fresh set of inquisitive eyes. These entrepreneurs, after all, have been in their business' probably 24/7. They eat, sleep, and breathe the business.

Because of their often (understandably) incessant dedication to their business, I give 150% when we meet. I know that they deserve my full attention and my full expertise. Without it, we're both selling ourselves short!

Showing up for my clients ensures that I have a killer creative day, and they have a stellar milestone in their business. And you know what? Is there anything that lights you up more than a creative day? You know, one of those days that just puts your heart and your mind in an active space? I swear, the colors around me become brighter!

Enough of my exclamations already though! Let me tell you about how I showed up for a former client and how that has had a compounding effect with exponential growth for her business.

Finding Her Path

When I first spoke with Cierra Robbins, she fully



A Client Case Study: Cierra Robbins

admitted that she wasn't sure of where to start. There was a lack of clarity around where she was going, what she truly wanted, and how she was going to make her own business *happen*. She was working a 9-5 as a dietitian, really living in that daily grind. But, she wanted to reclaim some of her goals; she aspired for freedom in her career and for renewed connection with her own life.

Cierra dreamed it was possible, and she needed

that little nudge and push. She knew it would be a practice of hard work, showing up daily, being consistent, and upfront actions of creating the framework. She was ready for the challenge, and I was too.

When we had a game plan that was specific to her own business goals, I nudged her strategically.

Encouragement was key. Out of our coaching and our consistent work together,



A Client Case Study: Cierra Robbins

Cierra founded the Robbins Collective. The Robbins Collective serves as a niche-based online business management company, helping dietitians and other intuitive eating professionals transform their businesses.

With each new client, Cierra has been able to scale up their individual success rates. Did I mention this upward trajectory took just 6 months? In 6 months, *Cierra was able to quit her day job*

and launch her dream career. She has seen excessive growth, and she receives new leads and referrals daily.

A key part of helping Cierra was the tasks of identifying her ideal client: learning who they are and how to communicate with them. On top of that, Cierra states that my coaching allowed her to identify her pricing, her specific niche, and how she could help others.

Cierra wrote to my team,

“**Melissa is authentic. She’s gone through the process herself. She cares about you; she wants you to be successful, but she also remembers how vulnerable and scary it is [to make that leap]. She provides accountability.**”



Metrics of Success

In most conversations with Cierra, she’ll mention her ‘wins.’ That is always so incredibly rewarding to hear. She remarks on her exponential growth that started within 90 days of her business inception. She

wanted to land at least one client in her first 90 days. That first quarter seemed daunting, and so she wanted to take that easy.

In her first 90 days, she didn’t land that one client she dreamt of. She landed two! She got two clients in this career shift that she barely even imagined possible.

In terms of personal goals, Cierra’s personal life and her relationships mean a lot to her. Mental health isn’t only about mental clarity - it’s also surrounding yourself with the right nourishment. When she took the leap into online work she wanted to spend more time on the activities she enjoys doing: (cooking, hiking, taking evening walks with her

husband, to name a few). When she took her mind away from the 9-5 grind and into her passion project, she was able to reclaim those activities. She now happily takes walks every evening with her husband.

Freedom. Cierra clearly wanted freedom. The daily commute she faced five days a week was a total time-suck. She was able to eradicate that time waste completely, once she transitioned to an online business, and she gained the ability to watch a sunset or work peacefully on her porch in the afternoons.

Finally, the most universally understood metric of success: revenue. Cierra really values all that she's reclaimed in her switch out of her 9-5 and into running

her own business. But the truth of the matter is, money talks. When she started her business, her highest tiered package was just over 1k. She felt her worth was being met with that pricing. However, in upleveling her offerings and her confidence, her messaging shifted a bit. She now offers her lowest tiered package at the pricing she initially charged for her highest tiered package. She scaled up through the confidence and tenacity that I helped her claim.

The right customers will pay the right pricing for your stellar service; this is something so critical that entrepreneurs should work to understand. Don't forget that you have so much value to bring to the table, and if you optimize yourself and

your services, you'll find yourself in a similar situation as Cierra: free, financially stable, and flourishing!

Pursuit of Happiness

With my help, hundreds of women have claimed ownership of their lives in remarkable ways. Be it through 1:1 coaching or through an introductory discovery conversation, loads of solopreneurs not only step into owning their own businesses, but into reclaiming and fully owning their individual lives.

In my mind, I knew that Cierra had the potential. She has the grit that I dream of seeing in so many entres. She had the tenacity of spirit and the undeniable focus of

a woman driven. She was the ideal individual to work with in my coaching: someone with goals, aspirations that are attainable, and an open mind. If that's you too, sign up for a Discovery Call with me. The first step to changing your life begins with not a bang, but with a whisper of change.

Testimonial

“Melissa helped me find my skills and talents: how I could better serve people. Without Melissa, I wouldn't be where I am today.”

Cierra Robbins
Registered Dietitian, OBM

