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When I started my hypnotherapy business, I managed to stitch together a DIY website, but I had no idea what to do next to market myself online.

I found lots of free information on the web, but most of it was steeped in technical jargon I didn't understand. As a start-up business, I couldn't afford to hire a professional marketing consultant to do the work for me. I was overwhelmed and unsure where to start ... so I stalled.

Lisa, your Story Marketing Success workshop was the perfect solution to my problem. During the 12-week program, I learned the "why" and "how" of internet marketing and messaging. I now have the knowledge I need to produce my own content, and the confidence to move forward with it. My messaging is now clear, coherent and direct. I know how to write sales emails, how to create a compelling lead generator, and how to use a one-liner to effectively communicate my offering. Better yet, I understand how all these moving parts work together.

Not only did I walk away with all the content I need to re-design my website, I also learned a framework that I can now confidently apply to any new product I want to launch. I've even been able to help my husband rethink the marketing strategy for his business!

Story Marketing taught me to make my clients the Hero, and to be the Guide on the road to their success.

Lisa, I feel like a Hero now. Thank you for being my Guide.



Michelle Risdon, CCHt
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