



Case Study:

Jennifer Cairns - Founder, Brand Evolution Academy

Hi, I'm Jennifer. I'm based just outside of Belfast, in sunny Northern Ireland, or not so sunny I should say. I'm the voice behind Lady Rebel Club and Founder of Brand Evolution Academy.

What was your life like before the academy?

I was really stuck, and stuck is not even remotely the right sort of word, was kind of struggling anyway a couple of years ago with trying to transform a one-on-one, hands-on consultancy into online courses and programs, and things of that nature. Got a little bit of traction, but kind of didn't really get things flowing with it. Kept sort of chopping and changing and stuff like that. And then last November, my husband's my partner. He had a stroke out of the blue, and a couple of months, well about three months after that I was diagnosed with lymphoma. Then COVID, a matter of like three months, four months hit. Throw on top of that, a house with two kids, obviously, homeschooling, one who's autistic. And I'm also neurodiverse. Yeah, it's been pretty much like a hot mess syndrome. Yeah, to say the least.

So, I was just really struggling, came this close to really throwing in the towel over the summer. So, I was trying to reshape the business after a stroke, and then got hit in the face with something else, and then got hit in the face with COVID. And it was like, right enough, I take a hint, it's time to throw the towel in. And ironically enough, an old client of mine sent me an award, this thing he was starting, and I was the first recipient. And I was like, right. And it was for overcoming obstacles, but also been such an inspiration to him such a hero for him and all of this kind of stuff. And I thought, well, shit, I can't quit now, it's gonna make them look really bad, isn't it? But I was stuck, I was really, really stuck.

I was also from a business perspective - as the founder, I was trying to really figure out right, and be a neurodiverse kind of, sort of all over the place at times anyway, even though I do like organization, I can get very easily distracted and things of this nature and overwhelmed. But a couple of the other programs that I was in, they were so content heavy, and although they were good, no taking absolutely nothing away from them, brilliant, brilliant, brilliant. But so content heavy that I don't think for me personally, that took into account all the other shit going on. In general, in my business, before even all of this other stuff kind of happened. So, I was so busy trying to focus on how to even process all of that content, I had literally stopped. I was barely functioning even on social media would maybe do the odd live, or something like that. That was you know, that was the extent of it. Everything else in my business had really stopped. I was just trying to process all of this content overload. So that's where I was, and it was just, yeah, and it was just reaching a point where even my husband was saying to me,

“Look, you're miserable, you know, you're working...” My laptop is literally constantly attached to me, 12 hour days, seven days a week, but was getting nowhere, you know? Sorry, absolutely nowhere with it.

So yeah, it was just, I was frustrated with myself, because there's so much that I wanted to do. But also, it really was feeling like I was letting my family down, as well. And I knew that I had to do something to be there to help support them and to put things in place. So, one thing that I do have oodles and oodles, and oodles of like extra reserves, grit. So, we just kind of said, right, that's it, I kind of have to keep slogging away and slogging away. And then I saw your email.

And I did 90 Day Year, a while ago. Now I was able to implement some of it, but not all of it. And I think again, at that time, I had so much content that I was going through with other stuff that I loved the premise of it. And I got the premise, like I got what you were talking about instantly. So, for me that aspect was no barrier. But it was actually right, trying to implement it with all of this stuff that I didn't know what box to put in, or where it fit, or how do I get my business off the ground? Because I have to do X, Y and Zed or this other program first? And where do I go with it?

So yes, when I saw your email come through, there was one word that I saw, and that was it for me. And that was action. Something ironically, I talked about is helping people to take action and knowing that they need to take action. And I knew that I think the only thing I was concerned about that I had to kind of read the fine print was like, right, how much more freaking content are you going to dump on me here? No content? Yes, that was me sold instantly, because I knew there was one thing I didn't need was a heap – Framework, structure, yes. Content that I had to – 500 videos that I had to watch in a week – no, didn't need that. So that was that was kind of what caught my attention was the action part.

Did you have any hesitations at first?

I think the biggest hesitation was the content front. There was maybe a slight hesitation on who the hell is going to be delivering this because there's no way Todd's gonna be hands on with this, because there's no way - that's not a reality. So, I'm shocked, yeah was shocked when you were as hands on with it. Of course Dave, now I didn't really know Dave as much, just from a little bit of support and Facebook group, but I wasn't active really in the Facebook group before, with 90 Day. So yeah, I didn't have that personal connection as much as you guys, maybe other people who bought, but for me it was right, he's talking about putting all the other shit aside and taking action. And that's what I need somebody to do is to help me take action.

What surprised you about the program?

I think there was actually a few, to be honest. I think one of my big goals was, and I said I



might as well go big or go home, and for me to get anything launched - courses, to be perfectly honest, I could have just written that down as a goal with no numbers behind it. And that would have been a huge win to get it to get one of these new product courses launched some shape or form. But for me, it was there are so many, it was just the whole revamp. I mean, I was so unclear of how this really driven thing that I wanted to do with Lady Rebel Club, being neurodiverse and having no hidden disabilities and disorders, and seeing all those inner struggles I went through and also the struggles other women like me go through, also how marginalized and all this kind of stuff and talked down to, and push aside. And so, I had a huge passion to try and help them in a way I couldn't figure out, and even though I had this idea forever, I couldn't figure out how to make it work with Brand Evolution. And that just became like, clear, I think it was like one phone call with you were like, Yeah, do you blah, blah. And I was like, you know, like, yep, yes. Okay, I knew that's what I should do. So that was a huge, it was a huge bonus.

