



## Case Study:

### **Kaeleya Rayne - Founder, KaeleyaRayne.com**

Hi everybody, my name is Kaeleya Baerwyn Rayne, and I coach women. I work with ambitious feminine leaders and coaches, and we really focus on healing, helping them to heal on the inside so they can transform and thrive on the outside. And we use thought processes, mindset and energetic tools to do that. So, we just moved to Stillwater, Minnesota. Super cool here. We're super stoked. We love it. And there's no snow on the ground right now.

#### **What was your life like before the program?**

It was really hard because I had invested a lot of money in a program I've been in for a year with a woman who's amazing, but I was in total paralysis. And I had basically taken almost no action because there was so much content to [inaudible]. There was like, I mean, probably 40 to 50 hours of content to try to go through and make sense and I really struggled. So, I spent an entire year not really doing a great job of leading my business. I was completely caught up in comparison-itis because there were a lot of women who were really understanding what she was teaching. And I just came to understand that you don't have, you don't always understand the way someone teaches. You know, it just is what it is. And you know, I've always been a big fan of [Todd's]. And so I've always, in the back of my mind, still learn from 90 Day Year. But leadership in my business was really hard. I was also going through a whole bunch of changes in my life that I had to really lead powerfully. And I did. And I know that I didn't have the capacity, I know that part of why I was able to leave is because I did have exposure to you. Remember, during that whole big heavy time? Dude, that was, that was one of the most intense things I ever did was make this huge shift in the move up here. My husband was ahead of us, I was trying to run the business, I was just failing at running the business. I couldn't, and I know why. But where business was, was like this kind of huge run, and then I'd hit a brick wall. And then I'd get into overthink-itis because I think I'd get it, and then I didn't get it. And then I was so trapped by having to do it this certain way. And I could never really fully get behind the certain way that I was just, it was like I had I was trying to run a marathon with one shoe off.

#### **What did that do to your self-confidence?**

Oh, it was hard. I mean, I really went from being somebody who has been a confident person most of my life just by nature. Because I had parents who taught me that, I really credit my parents with that. They taught me how to think strategically, get myself into a

nd out of situations right, like living life, and then get out of the problem, like not always just trying to be in his bubble. But I had hit a wall with business, like I literally had gotten to this

point where I was like, maybe I'm screwed. Maybe I'm not going to be able to get this. And so all of this huge amount of work that I have in this business to offer - that that was the fear, that I wasn't going to be able to pull it together so that people can hear me, and also put together as a leader. Because there were so many spinning tops and spinning plates in my business. I just every day would go by and I would make just a small little bit of progress. And then I would feel like I would step back three or four steps like we really weren't getting anywhere.

### **What was your first reaction to the offer?**

I'm a bit of a sucker, like a lot of us for what you teach. So I kind of was just like, I have to do it. Because I'm screwed. Like, I could feel that the entire year I had invested - what was missing was I was so overwhelmed. I knew that doing Ramp Up was going to do several things. I did not expect it to create a family, which is what Ted was talking about. We are a family. I mean, we are totally one hundred percent there for each other, which is a whole other story. But I was so mired in the weeds of every day. And I knew that when your name was attached to that program, that it meant that I was going to get out of the weeds. And that I was going to also know what to do that was going to make a difference. And that was one of my big problems too. Like what do I do first?

### **What surprised you about the program?**

First of all, I made money immediately within the first five days. I paid for the program more than almost twice, just with one little, and it was simply because I took action and the way Dave was like, well just do just do this and I was like, okay, and I did and I got the result. What was a surprise? I wasn't expecting to have the fog clear so much that I was able to see all the gaps in my business. I know it makes sense that I would have been able to see that but going in I didn't realize that I was going to get that kind of clarity around, "Oh, wow, there's a whole bunch of gaps..." and that actually gave me some hope, because I think if I had been doing everything excellently and it was still sucking, I'd really be like concerned. But there were so many obvious gaps that it made me go, Oh, well, this is why I'm getting this result.

And so, it gave me a sense of perspective, but also a sense of - not really so much control - I kind of stay away from the word control, but I think it was control. Like it made me feel like I had control of what do. Two other big things that I wasn't expecting. One was in the process of being in the group, there's a core crew that shows up no matter what, three times a week, we're together. And we all just kind of bare our souls. And when it's not, like, typically emotional, although if there's some emotional stuff comes up, that happens, that's fine. But there was this kind of awareness that we're all through this, we're all going through these things, we're all smart. We're all seasoned entrepreneurs and seasoned human beings. And it allowed me to actually reach out and get support for my own self. Because all these years I've been thinking, Well, I'm the practitioner who helps women remove their blocks and get beyond all this other



stuff. I can't need anybody else's help, I should be able to do this all myself completely. Hello, no, if that was the case, then there would be no need for any transformational leaders help for anybody. Because if we're all supposed to do it ourselves, we'd all be doing it ourselves. And so I actually saw this kind of subtle shift happen, where I was like, oh, maybe it's okay for me to get support, and I did.

### **What were the real and tangible results of the program?**

Number one, of course, made more money in the last six weeks than I did in the last six months. Because I just took a whole bunch of action. Also, my team and I, one of the things that we scored like nine and 10 on was our production capacity, like our ability to work as a team. But we were working like five to six projects a week, and I was going gray, and my family was missing out. So we actually shrunk it down to one to two projects a week. So we eliminated and a whole bunch of that stuff is in the Pile Up Zone. It's not like we're putting those projects even back on, we're just focusing on sales and marketing right now, over and over and over again, you know, and refining the marketing, reaching out.

The other thing that was tangible was my program partner. So this is right, this is so huge. So this, this is an up and coming, a really well known MMA guy's name is Cody Galloway, and I was at a meet up in this kind of, you know, it's a bit of it was a bit ritzy. And I had just come up with a meeting with you and everybody. And I had so much confidence around starting alliances, because it's one of your things. And I know, I'm also extremely extroverted, like I kind of come up, my husband's big joke is - because I'll come out of any grocery store and say, "guess what?" He's like, "you made a friend." I mean, it's just the big joke in our family. So we went to this meeting and I talked about my work in such a way that it was not overly woo, which can be a problem. And I just said, you know, I'm a communication specialist. And they were like, wow, and then I led into how I do it, and they were so blown away. And as they were talking, Cody says, Well, I train MMA fighters, and I've always had a thing about that. I've always wanted to learn to fight, and I've always had a thing about it. Anyway, long story short, I say to him, you know, I think that we could be really good partners, program partners, and he was all about it. And since then, we meet every single week, several times a week. He is over the moon about it. He's like this incredibly sweet human being who kind of beats people or teaches them how to beat people. But he's this incredibly kind person, he sees me as this amazing person. And so we've actually been completely melding. You know, the thing is our goal is the same to liberate women. He wants to liberate women so that they feel safe no matter what, on the outside, I want to liberate them so they feel safe on the inside no matter what. And so we just came together and we've both got huge plans where we're heading. I would never have done that. I would never have done that. And the other tangible thing is so it's clearing, clearing the projects, Cody, making more money. The other thing is, I see opportunity everywhere. I see myself as this really valuable business person to be in connection with. And so I see opportunity. I mean, it's just, it's been a really big shift.

**What would you say to someone else that was like you – creative, but struggling, overwhelmed...**





What I would say to people who are looking at this, because I have a feeling that there are a lot of really passionate people out there, who really, really want to see their work out in the world. And they've tried almost everything, they've invested all the money, and it's been a struggle and a struggle and a struggle. And then you come along, and they're like, I just don't know if I can do that. Because it's going to be, I'm going to feel squished and corralled, and all of these things. And one of the things that I learned a long time ago is that creativity needs structure in order to deliver. It just does. And I would just really encourage them to be honest, about the value of being honest about where you really are in your business, and running your business as a business owner, who's a creative instead of trying to make everything a creative experience.

### **Any final thoughts you'd like to share?**

I think the realities are is that we're being called to run our businesses in a better way than we are. That's the truth. And I think a lot of us whether we've got an MBA or not. I mean, my degrees are in metaphysics, not MBAs, but they don't really teach you this. They don't teach you this kind of grit. Look at it this way, don't overthink it, take action, make the phone calls, get on the phone with people. Clear all the stuff, eliminate, eliminate, eliminate and focus on this. You're not really focusing on that right now. You're not, not at scale right now. You're over here, right now, you're ramping up the focus right now is really sales and marketing and message. And I just would just encourage people to say, this is such a powerful tool and platform with a ton of support. That's the other thing too. There's so much support, because it's three times a week. And there's not really a lot of time to get lost. I mean, Dave just kind of whips us back and is like, No, no, you know, lovingly. He's gentle and kind about it, but he's also kind of like in your face about it. Sometimes it's like, no.

I'm continuing. I mean, I think about five of us in the beginning, within three or four weeks, we were like, can we continue? Like, is there gonna be another one? Remember, Jen? Yeah, we were like, "Where's the lifetime membership to Ramp Up?" So anyway, so that's all I have to say.

