



## Case Study: **Jennifer Cairns - BrandEvolutionAcademy.com**

I'm Jennifer. I am from Brand Evolution Academy on Lady Rebel Club.

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

Before Pro, it was no, I mean, it's night and day, the business model has changed, the business itself has changed, I have changed. You know, I've been in Pro for a year now. And when I first started, I was kind of one of the old cliches where you are working really, really, really, really hard, you know, 12 hours a day, but not really working efficiently, not working on the right things, lacked a lot of confidence in a lot of areas really all over the place, nothing was getting completed. And one of the reasons why I renew, every time is because there is just, it's, it's really kind of the three C's, for me, it's been clarity on so many levels. It's been, confidence in so many ways. And it's really has just completely changed, changed my thinking changed my thinking as an entrepreneur expanded, improved my mindset. And a lot of this has, you know, impacted me personally, as well, which has been great. You know, I've just had so many leaps, especially this last go in 90 Day Pro, because I've done the work. And it's helped me to continue to do that work ongoing, and I'm now starting to see those rewards, I've had the confidence to become a published author, I'm, you know, putting myself out for doing speaking events, I would never would have dreamed of, working and trying to build relationships and looking at that as a real positive distribution channel in my business. And now, not just through 90 Day Pro, but listening to Todd speak, how he talks about relationships, and just really all of the gold you glean from him in doing all of his and all of the calls that you get. That's where I started to go. And already even just in two months have seen such an impact that that has made on my business, and how much it's growing and how many people I'm able to reach and the movement and yeah, just it's been fantastic.

It was chaos. There was just so much. I mean, I think every day, I was spending all the hours of the day trying to work on the business, you know, 12 hours all hours day and night. But it wasn't working on the right things. I was doing a lot of switching from one project to another to this to social media to emails, wasting so much time. There was so much stress, I didn't have a lot of confidence. And I think because it was so chaotic in the business it was actually affecting my confidence to even, you know, run the business if I'm being honest. And I started to have a lot more self doubt creep in and things of that nature. And it was just exhausting. You know, I was exhausted all of the time. And I just needed a different way to view the business. And I had even in the consultancy, when I work with clients was able to, you know, help them because I was on the outside, I needed that outside perspective, to help me see what is broken, not even just with the business model, but with the way that I'm running the business and how I'm working in the business. And for me, that was critical, especially with some of the health issues, you know, and the things like that, that I had, I had to find a way to help create a business that worked better for me. And that's one of the main reasons why I joined.

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

Way back when it first saw the original offer, with a 90 Day Pro , it was I was yeah, I wasn't 100% certain to be honest, I was going, hmm Is this going to be you know, another big program where there's going to be lots of videos and lots of content, and there's going to be you know, 50 page workbooks and this kind of thing that I'm going to have to go through,, is it just going to be information is it going to be action, and I really wasn't sure, because I knew I was already way overwhelmed. And I didn't want to take on something else that was going to overwhelm me even more. But I knew from doing, you know, the 90 Day Year as a course really that I was like, right, it is more about putting systems in place I reread the emails, kind o, said it's worth taking a chance on and decided that it's not going to do any harm. You know, if it's overly content oriented, I just wanted, I just thought there has to be, I think just more him talking in the emails, and then the video and some of the intro stuff that he was talking about, you know, the the idea that context switching I know he had mentioned and how getting that clarity of how you work. And, you know, for me, it was hitting that sweet spot about Yes, getting the best out of yourself in the business, and being able to create that business for you that then really piqued my interest. And I was like, Yes, that's what I need. And that's really kind of what pushed me, you know, to sort of join.

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

There's been so many, it's kind of hard to sort of narrow them down, perhaps, I would say, outside of just confidence in general, I think a big one has been the impact that it's had on me personally, and kind of twofold the impact it's had on me with the way that I want to lead my business. And, the way that I view leadership, and the kind of leader that I want to be. So I think it's really had a major impact on all of that. And I think it's had an impact on just myself personally, outside of the business. And really, because I don't have all of the stress and all of the self doubt. And I'm a lot more confident. It's taken away a lot of that pressure internally, and it's just made my day easier. Because I'm working, you know, better in the business. I'm not having to do 12 hours, I'm doing five or six hours a day, and I'm more productive than I was before. That has a huge impact on me, the time I get to spend with my family and everything else. So that's been a huge benefit that I wouldn't have ever I wouldn't have ever seen coming. Definitely.

## **What results has the program had on your business/life?**

I've seen a huge, as we've said, a huge leap from when I first joined. But working, doing the work every day, knowing the right things to work on, and what those are, figuring those out, and then working it every day, and showing up every day, more confidently than the day before, has really snowballed this past month for me, you know, for me, a huge, huge barrier in my business, and really growing it. And doing some of the things I wanted to do was, like I said, around building relationships, it was about visibility. And even though I had worked really hard to be able to do Facebook Lives and things like that, doing Facebook Lives doesn't build a business for you necessarily, you know, there's lots more to it. And there was just a lot of missing pieces to come into place that I wanted. And, you know, leading up to this last quarter, I decided to take the leap of faith, when I was asked to be part of a book series, that book, it's only been out about 12





weeks is already in six countries, 26 best seller and 26 lists across six countries, it's a whole series coming out. I've elevated Lady Rebel Club and put it to the forefront where I didn't have the confidence to really do that before. So that I can help, other individuals like me to really grow the business that they love, and that suits them and their needs. We have a Lady Rebel Club book, our own book that's coming out next year, we've got a magazine we're launching, we have some ads that we're launching, which I never thought it would be doing and proactively and this is I think key and proactively actually looking to build relationships with people, which I was petrified to do before and didn't have the confidence to do before. And that's snowballing as well. I've joined an organization called Women in Business here in Northern Ireland, and was recently named their ambassador for diversity here, which is fantastic. I'm doing a lot of work with the becoming an unstoppable woman movement on spearheading their sort of European division of that. So it's just been phenomenal.

And all of this stuff, which is like 100% visibility, right? It's all of these things, that I just didn't have the confidence. And the confidence wasn't just in, you know, it's easy to say, oh, it the competence came just because I'm happy with being visible. Now. I'm not happy necessarily with being visible, the confidence has come because I've built solid foundations in my business. Because I know, because I'm not kind of letting myself down day after day and beating myself up for not getting projects done or not getting something launched or not getting this doesn't mean I have to be perfect. Nothing's ever going to be perfect in our business. But now I have the confidence that I know, yes, I can do X, Y and Zed, I have the staying power to get that through. I know how to do that. And even better, I know I've got the resources of Dave, Todd is well, but you know, Dave's fantastic that we have that. And I know, I know how they have my back. So if I'm struggling with something, I can bring it to the group and say, I'm struggling with this, can you help me get back on track, or if I start to sort of, you know, get that eye candy of, Oh, here's another thing I want to do, they'll help keep me on track again, as well and go, nope, bring it back, you know, and stay focused on you know, the project at hand. And for me, that's been a lifeline. And it really has been the transformation and so much.

And then Todd, you know that the calls with Todd, they're, you know, next level, of course, and you just, you just get so much out of them. And you're even listening to him talk, like I said, He's, and I think even myself, directly and indirectly, he's kind of has pushed me a bit to sort of test me on certain concepts and ideas and things that I want to do in my business. And I pushed back, which was fantastic. Because I was like, Yes, this is what I want to do this is and but you need that, you know, you need to have that. So it's not just a you know, they're not just they're like parrots repeating whatever we say they are. It's true mentorship, that's true coaching across many different levels. So yeah, it's definitely and things are exploding out with, you know, with Lady Rebel Club, which is fantastic. Because it's exciting for me to be able to take that true passion I have and have the impact that I want to have. And yeah, that's I think, I wouldn't be doing that at this stage. Definitely without the support of 90 Day and Todd and Dave.

### **What would you say to someone thinking about the program?**

I think if you're in a position in your business where you in any way, feel stuck in any way, feel



overwhelmed in any way, feel like you're working all the hours of the day, but just not really getting things out the door, are working all the hours of the day, and the business isn't moving in the way that you hoped that it would move. If you're beating yourself up in any way for how you know you're delivering in the business, any of those things are 100% this, you know, this program will help you.

