



## Case Study: **Kristina Shands - kristinashands.com**

Hi, I'm Kristina Shands. I am in Knoxville, Tennessee. And I'm a launch copywriter and messaging strategist.

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

So before Pro, I was really doing things all on my own. I was in programs and taking classes but didn't have any real support, and didn't really know what it meant to be fully resourced, or to have not only support, but actually use the support that I had available to me. And so really just trying to do everything on my own, including make big decisions about my business and, and, you know, stay motivated in my business as a freelancer or solopreneur. It's sometimes really hard to stay motivated, and to work on your business or in your business, whatever that is. But it's sometimes difficult to turn your attention away from your clients and on to your own business. And so before Pro I was definitely not paying attention to what was going on and sort of flailing around just a little bit. And in doing it alone, which was really, really hard.

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

When I first heard about Pro, I was really surprised because it was exactly what I needed. And it was exactly the amount of support that I wanted. And already was familiar with Todd was excited to get coaching from Dave, and just couldn't believe that this opportunity popped up. And, and really, I was ready to get out of Ramp Up stage. And this was the perfect solution. It was the accountability. It was the motivation. It was the coaching. It was community, it was everything that I was looking for, in and honestly at a price point that I was sort of like, is this possible? So really excited to say yes, it was an absolute no brainer. I think that was one of the first ones to just sign up. And, and I think I've been one of the first ones to sign up. Every single time it's been I've had a chance to renew so that it was the perfect program at the perfect time for me.

I've been from the very beginning when it was Ramp Up Accelerator, and then it moved over to Pro so I've said yes, every single time. And I will probably say yes, every single time. Because it's just so invaluable to have that much access to Dave. Whether I use it or not, doesn't really matter. It's the commitment I've made to myself and to my business. It's the people that are in there. I get so inspired by what everyone's doing. And and also like, seeing how other businesses are run gives me sort of permission to run my business differently. And you have made some great friends and I get to support some amazing people and I get to cheer people on and it's just a really beautiful community that becomes not just other participants, but we've become friends. And I really appreciate that about the community about Pro and about the community that Todd and Dave are creating.

## **Was there any hesitation?**

The only hesitation I might have had was just the amount of support that was included in, you know, could I take advantage of all of the calls? And, was I going to show up for myself in my business was I actually going to use this. I mean, I've signed up for programs and not gone through the programs. And I didn't want this to be something else that I just didn't use. And so I really, I mean, it wasn't that hesitation was an in price, because it was such an amazing offer. But it was like, Can I show up for myself, and I just made the commitment to do that. And I did, and continue to do so even if I don't show up for all the calls. I, go on to the forums, I give feedback and celebrate people when they have wins. And I know that the support is there when I need it, if I need it as I need it. And that's really just so valuable. Because I've always been alone in my business. And now I don't feel like I'm alone. And that's huge.

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

I think the biggest surprise for me has been the community, although it shouldn't have been, because, you know, I was in the 90 Day Year community and have lifelong friends from that program. So I should have known that it was going to be the same way inside of this program. That's sort of how Todd runs his business. And the people that he brings into his communities are incredible people doing amazing things. And, of course, the community is gonna be really special. I think what also surprised me was just how insightful Dave is, and how helpful and what a wealth of knowledge he brings to the table, and what a great coach he is, he's someone that will patiently listen to you, and then not let you get in your own way. And, he can be, you know, like, you know, "stop it", when he when he needs to be. And I love that about him. And so, all the time with Dave. And then of course, the calls with Todd are super invaluable. I learned so much every single time. And in the content that's in the program, super, super helpful, all of the templates in the fits, model all of those things, absolutely. Incredible. And continuousness of looking at your business and getting support and getting moving forward. And learning and reviewing and then moving ahead. It was just it's laid out beautifully.

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

Major wins have been, you know, really more confidence with clients, more competence in my business. I'm clear on what I want my business to look like moving from being a freelancer into running a business. Being CEO stepping into that CEO role has been a huge win for me because I always consider myself a freelance writer, and sort of acted that way. And so that's a huge win. I've definitely gotten a few clients from the program working with other people. And so the program has been really fun. And the amount of confidence in taking risks because I know that they're calculated risk because I've done the work that's been inside the program. And, and also that when I don't know what to do, or when I sort of muck up a little bit, I have support waiting for me to to review it, and to question what went wrong, what went right and to pivot to a path that is the best path for me.



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

if someone is looking for support and accountability, and a community, then Pro is definitely the place to be. If you sort of already know, if you don't need to know anything else, like you don't need to learn anything else. But you need to actually take what you've learned, and implement it, and act on it, and be accountable for it and then reflect on it, then Pro is the place because all of those things happen. You've got support, you've got coaching, you've got accountability, you've got a wonderful feedback loop. And then you've got access to Dave, and Todd and brilliant other people in the program. And you don't have to do it alone. And that's probably the biggest message that I want people to know is that you do not have to do this alone. You can come into a community that will support you from day one, and get everything you need to take your business out of ramp up or into the next stage, whatever that may be.

