

How Megan Winkler helped Jill Keuth elevate her brand, finally get consistent with her marketing, and attract higher level — and higher paying! — clients



“Megan approaches her work like a true CMO. She’s not just a graphic designer or a brand strategist or a marketer — she’s a partner. She brings professionalism and vision, and there’s always an energy like, ‘I’ve got you. I know what needs to be done.’ And then, she does it.”

Jill Keuth, Life Coach
jillkeuth.com

When Jill Keuth met Megan Winkler in April of 2020, she knew there were a few fundamental pieces of her business that needed to change.

As a life coach who helps women reconnect with their most authentic selves and the ultimate purpose for their lives, **Jill’s work is extensive and transformative.**

Her typical coaching packages run for 12 months, which naturally leaves the space for clients to experience great healing, growth, and change.

Yet while her coaching is very deep and top-tier, Jill had begun to realize that

those attributes were not coming through in her branding or her marketing.

For starters, Jill hadn’t been marketing herself regularly. She hadn’t been growing an email list or sending out regular emails, and she was sporadic at best about posting on social media.

Her branding also needed attention. It didn’t reflect Jill’s personality and style, and **didn’t communicate the level of professionalism and expertise** that her coaching had grown to embody over the 8 years she’d been in business.

Jill said the reasons for this were simple (and common!): **she'd been focusing on what she does best — coaching — and not on marketing or developing a brand.**

"Everything I had ever done to attract clients and grow my business was organic," Jill said. "I'm not a tech person at all. I'm also not an organized person or a consistent person about anything in my life. Structure is not my thing — so anything that requires structure usually doesn't end up happening."

Jill had come to a place in her business, however, where she knew that structure — namely consistency — would need to become incredibly important if she was going to grow.

She also knew that the way others perceived her business would need to be equally important to that growth as well. Yet, in its current state, there was a big disconnect there — one that she knew was costing her higher level clients who

were willing to invest more of themselves — and their money — in her coaching.

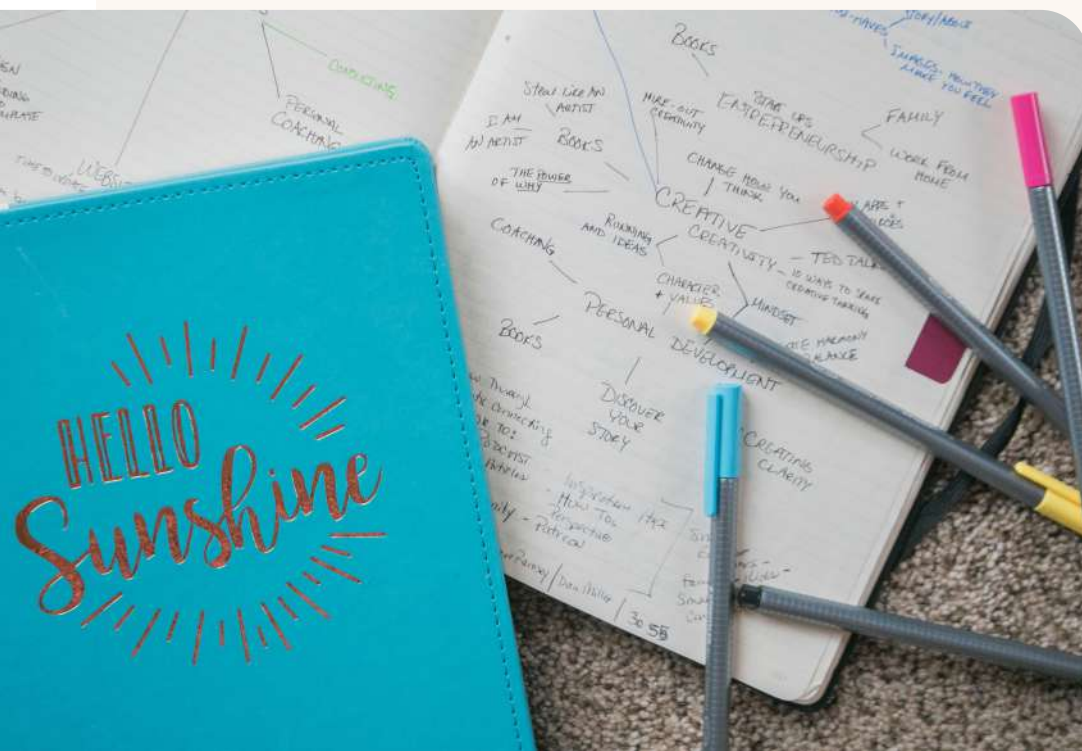
"On the outside, I knew I didn't look nearly as professional as the high caliber of coaching I was providing on the inside," Jill said. "I got to a point where I knew that in order to uplevel my business, charge more for my coaching, and attract a higher level client I needed to invest in my branding and marketing — and I needed someone to help me."

Jill had joined a coaching mastermind after COVID-19 began, realizing that she needed to be around other high-performing coaches who were also leading their clients through the upheaval of the pandemic.

It was there that she met Megan, and after getting to know her within the group for a while, realized that she'd found the

perfect person to meet her branding and marketing needs.

"I felt like I was in that group to meet Megan," Jill said. "There's a quiet confidence about her, and she's very positive and professional. I just got a great sense about her."



So, Jill hired Megan to help her brand and market her business to the next level.

Megan started by helping Jill become more intentional with her brand. They focused on colors and style and revamped Jill's logo so that it was authentic to the warm and down-to-Earth nature of her coaching and her business.

Next, Megan brought the much-needed consistency to Jill's social media presence. She began posting on Instagram three times a week, with posts that consisted of both content that Jill created as well as on-brand content that Megan conceptualized herself.

“Megan takes my words and polishes and positions them in the best possible way,” Jill said. “And she also adds things and has her own ideas, which is so helpful.”

Megan also worked with Jill to create a monthly newsletter called the Weekly WE, so that Jill could share wisdom and encouragement with her (now-growing) email list, as well as keep her readers engaged and her services top-of-mind.

Finally, **Megan began to support Jill in creating workshops and groups to engage her current clients** as well as attract new ones. That support has included designing a workbook to accompany Jill's coaching, as well as creating emails and sales strategy

to promote the workshops and upsell them into 1-on-1 coaching packages.

“The workbook she created was fantastic and I got amazing feedback from my workshop participants about it,” Jill said. “Her creation process is so fast and easy. **She gets me and she understands what I'm going for** — I didn't have to edit her creativity at all.”

Jill said she has been thrilled with the changes that her work with Megan has brought to her business, a partnership that has now stretched over a year.

“For an entire year, I've had posts go up on social media three times a week,” Jill said. “I've had my newsletter hit inboxes every Sunday for a year, too. I've finally achieved the consistency that I'd been missing in my marketing up until this point, and it's that



consistency that has helped me achieve the rest of my goals, like elevating my brand and attracting a new level of client.”

Jill said she is definitely attracting a higher level of client now, and is excited to be coaching many top performers in their respective industries.

She also is attracting more clients than ever before because of her workshops and groups — one of which gained her three new clients that, combined, **added \$28,800 to her annual revenue.**

“My goal for my June workshop was to grow my list and attract new people,” Jill said. “I literally had three clients sign on to work with me from that one workshop — people who will now be coaching with me for a year.”

Jill said that the elevated brand that Megan helped her to create has garnered great feedback too, and is helping her step into an elevated mindset as a business owner.

“I ran into a woman whom I hadn’t seen in a year and she said, ‘Wow, your business has changed so much! You’re killing it — you’re doing great!’” Jill said. “It felt so good. While I definitely have a lot more I want to do in my business, it made me realize that

the perception of my business has completely changed for the better. And it’s making me step into the role of being the business owner of that next level business, too.”

Jill said that, along with all of the great changes she’s seen in her brand and her business, **the best result has been finding such a high-quality partnership in Megan** and having her marketing and branding work completely taken off her plate.

“I’ve not just elevated my brand — I’ve elevated my team,” Jill said. **“She brings so much ease to my life as a business owner. It’s like being a CEO of a huge company and having a department head who can handle everything on a project, so much so that it’s not even in my mind. That’s how it is with Megan. She approaches her work like a true CMO.**

“She’s positive, professional, helpful, and kind — and I know that she’s got me. Whenever I bring her my stress or my worries she meets me every time with, “Don’t worry — we’ve got this. I’ve always wanted that supportive team feeling and because of Megan, I’ve got it.”



To learn more about how Megan can help you elevate your brand and your business through top-tier design, branding, and marketing, [click here.](#)