

SCALING SMARTER: THIS FOUNDER FIXED THE FUNNEL, NOT THE Offer

What Happens When You Align Messaging & Email Strategy Instead of Chasing Shiny Objects

INDECOLLECTIVE came to me after launching a budget-friendly on-demand version of their successful 16-week cohort offer to help people translate their corporate skills to drive more impact ... despite feeling like an easy sell, there were zero sales.

SO, WHY DIDN'T IT SELL?

The funnel was at fault with **3 BIG ROADBLOCKS PREVENTING** buyers from saying yes.

1. Tech and funnel gaps created friction and confusion
2. The messaging didn't guide buyers toward action
3. There was no visibility into where buyers engaged or dropped off.

Plus ... community & co-creation were what made the live version so popular – and the on-demand course didn't include them.



SHIFTING THE APPROACH

Instead of pouring more energy into the on-demand program, we asked:

What if we looked at the proven live cohort through a more strategic lens?

WITH THAT SHIFT, OUR GOALS WERE CLEAR

1. Audit the funnel and offer messaging
2. Re-align the audience to the 16-week cohort they already loved
3. Create scale-ready, relationship- driven systems



STEP 1: AUDIT WHAT'S ACTUALLY BROKEN

We reviewed the funnel and messaging from the last sales cycle and learned:

- Emails skipped critical warm-up, context, and urgency
- Webinars weren't connected to segmented follow-up
- LinkedIn and email channels existed but operated in silos



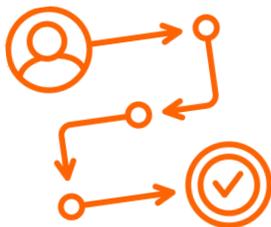
STEP 2: ALIGN TO AUDIENCE

After we identified what was broken, we focused efforts on:

- Centering our funnel on the high-value live program
- Rebuilding (and tracking!) the webinar → application → nurture journey
- Tailoring follow-up based on engagement + applications

STEP 3: ADJUST AND REBUILD SYSTEMS

By fixing the broken application process, creating segmented nurture flows for different lead types, and integrating our sales and marketing efforts with our data, we created scale-ready systems.



RESULT #1: BUYER JOURNEY CLARITY

We turned a leaky, invisible funnel into a buyer journey the team could finally see and measure – for better, data-driven decisions.

RESULT #2: MESSAGING THAT CONVERTS

We transformed scattered messaging into a clear, decision-driven narrative that actually moved buyers forward with the right nudge at the right time, *without launching something new.*



RESULT #3: SYSTEMS THAT SCALE

We replaced patchwork launches based on gut feelings and guesswork with repeatable systems the team can scale with confidence.

THE TAKEAWAY

Scaling doesn't always mean building something new. It can also mean refining what already works.



READY TO Scale SMARTER?

We help purpose-driven teams fix misaligned funnels, clarify what's working, and build messaging ecosystems that support repeatable growth.

BOOK A CALL

Let's talk about what's next.



ABOUT M. SHANNON HERNANDEZ

M. Shannon Hernandez is a Messaging & Email Marketing Strategist and creator of the Profit-Driven Messaging Ecosystem™. A fierce advocate for message sovereignty in the age of automation, she helps leaders protect and preserve the clarity, depth, and authority of their voice — ensuring it remains distinctly human and truly their own.