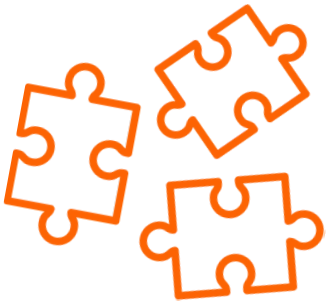
CASE STUDY

HOW MINETTE TURNED FLAT SALES INTO HIGH-CONVERTING *Offers* (and a Thriving Client Base)

How refining her message helped Minette Riordan, Ph.D., attract aligned clients, increase sales, and fall back in love with her business.

THE CHALLENGE



Minette Riordan, Ph.D. was evolving the way she served clients with powerful, art-driven programs.

But her message hadn't caught up with her changing business... and she wasn't attracting the right audience.

SOMETHING FELT "OFF"

As she transitioned from *business coach* to *creativity coach*, her calls and conversions didn't reflect the value or transformation she delivered.

Yet, despite her efforts, it felt like nothing was landing.

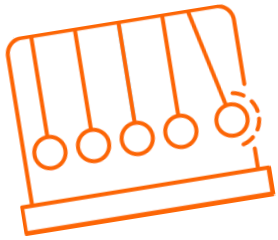
THE "AHA!" MOMENT

Minette's offers were solid and didn't need retooling.

She needed clarity on how to connect with the right audience.

So she called Shannon.

OUR PROCESS: USING CLARITY TO CREATE MOMENTUM



From the very first conversation, things began to shift.

Shannon spotted where the message was out of sync. That clarity built confidence, alignment, and results.

OUR PROCESS: SHARPENING THE MESSAGE

Instead of chasing "perfect," Shannon helped Minette test (and refine!) her message.

Each experiment made the message sharper and more engaging.

The right clients began finding her.

OUR PROCESS: ALIGNING CURRICULUM AND MESSAGING

Shannon drew on her curriculum design expertise to ensure programs and messaging finally matched.

Perfect-fit clients saw the value immediately and said "Yes!"

OUR PROCESS: CREATING CONSISTENT EXPERIENCES

Shannon helped Minette ensure consistency across the entire client journey.

Every touchpoint matched, from the first email to the program experience.

Trust and conversions followed.

"From the moment someone landed on the sales page and got an email, everything was consistent. That's priceless." - Minette Riordan, PhD

OUR PROCESS: NAMING SIGNATURE OFFERS

With new names, Minette's programs became irresistible to the right clients.

- The Mythical Makeover Experience, a story-driven retreat for transformation.
- The Sisterhood Membership, providing community and continuity.

"Shannon is a genius at naming things the ideal client needs to hear." - Minette Riordan, PhD

THE RESULTS

Over 500 joined her latest event.

16% became paying members.

A common theme? They said her programs were exactly what they'd been looking for.

THE RIPPLE EFFECT OF ALIGNED MESSAGING

Minette's results went beyond metrics.

"Everything I'm doing feels fun and aligned. The biggest benefit has been full-on life satisfaction—deep joy, intentional work, and having the impact I want." - Minette Riordan, PhD

IF YOU'RE DOING ALL THE "RIGHT" THINGS AND STILL NOT SEEING RESULTS, THE GAP PROBABLY ISN'T IN YOUR OFFER. IT'S IN *Your Message.*

Book a call to close that gap today.

BOOK A CALL

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.