

# FROM Overwhelmed TO JOYFUELED™

*How Joan Grew Her CPA Firm 170% and Reclaimed Her Freedom*

**MEET JOAN** Joan Van De Griek joined the JoyFueled™ Business Growth Program with a good problem. Her CPA firm was growing fast. She had a team in place and was rolling out new education around insurance and retirement. Growth looked good — until it felt overwhelming.

## JOAN'S GAP

Her messaging was confusing her audience. At one point, her tagline was:

*"We help you never pay taxes again."*

In a highly regulated space, it created mistrust and pushed away the very people she wanted to help.



## CHOOSING A BETTER SOLUTION

Joan wanted to serve first responders with clear, trustworthy education. But her message no longer reflected her mission.

Her business had outgrown its marketing — and she needed real support. That's when she joined our JoyFueled™ Business Growth Program.

## THE PROCESS: IDENTIFYING WHAT WORKED (AND DIDN'T)

Inside JoyFueled™, we began with the The EXPAND™ Method. We didn't start with marketing.

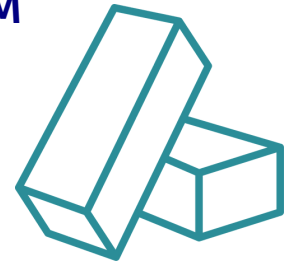
We started with what felt heavy, what worked, and what needed to shift to rebuild her foundation.



### THE PROCESS: GETTING TO THE ROOT OF THE PROBLEM

Marketing and messaging (mis)alignment weren't at fault. These were *symptoms*.

The real issue was structural: operations and bandwidth couldn't support the growth she was experiencing.



### THE PROCESS: ALIGNING THE OFFER WITH THE OUTCOME

We rebuilt her message around clarity, education, and trust.

She began making decisions through the lens of purpose, capacity, and what mattered most to her clients.

### THE PROCESS: REFRAMING FOR SUSTAINABILITY

Her marketing became a system her team could run.

She shifted out of putting out fires and into leadership.

She discovered sustainable growth comes from realigning what works, not adding more to her plate.



### THE PROCESS: BUILDING A MARKETING "PLATFORM"

Once aligned, everything clicked.

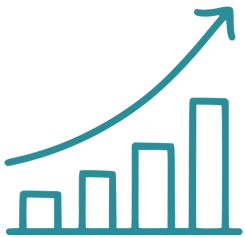
Joan created a five-minute booth pitch and a signature talk.

These simple tools helped her confidently share her story online and in person.

### THE RESULTS: GO FETCH YOUR WEALTH

Her “Go Fetch Your Wealth” co-marketing campaign brought her mission to life.

Frisbees handed out to K-9 officers helped first responders understand how to protect their income if an injury or incident took them out of work.



### THE RESULTS: SUSTAINABLE GROWTH

Over the next twelve months, the results were clear:

- 170% revenue growth
- A steady increase in qualified leads
- And a stronger connection to the audience she cared about most

### THE RESULTS: JOAN FELT IN HER SOUL

Her favorite results were the ones she *felt*. Her team now runs smoothly.

Her messaging and marketing reflects her difference *and* integrity. And she finally has the clarity, calm, and freedom she hoped business ownership would bring.



### IN HER OWN WORDS

*“I am way more calm because I have so much more clarity and direction. We learned we can grow without the stress! This is huge.”*

- Joan Van De Griek

# READY TO *Build* YOUR NEXT CHAPTER?

*If your business has outgrown its marketing, it's time to realign your message, systems, and energy around the growth you actually want.*

DISCOVER THE JOYFUELED™ BUSINESS GROWTH PROGRAM

LEARN MORE



## 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.