

CLIENT CASE STUDY



*"I smashed my business targets
in 3 months and gained my
freedom with
The Holistic Business Coach"*



Lora May
Owner of
Lora May Virtual PA

THE CHALLENGE

FROM REDUNDANCY TO NEW BUSINESS BURNOUT

After 15 years employed as a highly experienced Executive Assistant, Lora was made redundant. From here, she took the plunge into the freelance world and set up her Virtual Assistant business. But without knowing how to put effective systems and processes in place, she soon became lost and overwhelmed.

"I had no idea what I was doing. I know how to be a good Executive Assistant but running a business? Finding clients and knowing how to sell myself? Not a clue"

Immediately, Lora landed three large contracts and soon, she was working 12-hour days. Accepting any work that came her way, she didn't have the confidence in herself, or her business, to say no.

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I had put everything into my business as there was no back-up. I needed the money and I found myself working all days, all hours.

Overwhelmed, exhausted and stretched to full capacity, Lora's personal life was suffering. As a single mother to a young son, time with him is precious. Sacrificing being there for him is not an option.

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I'm a people pleaser so I did every piece of work put my way. But it broke me. I got so rundown, and my mental health was struggling.

Lora needed time to breathe, download, take stock and make a plan. Her business was crying out for set foundations, boundaries and processes. And she had to carve out time for self-care.

THE SOLUTION

FINDING THE HOLISTIC BUSINESS COACH, LUCY EVERETT

Lora first saw and heard Lucy when she presented at the Business Support Network. Lucy's coaching expertise was clear, but it was Lucy's life story and professional experience that Lora felt connected to.

“*I watched and listened to her and everything clicked. We are both single mums with young sons. We both worked in the City as Executive Assistants. And we left our jobs to be closer to home to look after our children. I felt an affinity with her straight away. I booked a 30-minute discovery call which led to a 90-minute planning session.*”

Together, they set out what Lora wanted to achieve over the next six months. With Lucy's guidance, Lora worked out which business strategies and methods would work for her - professionally and personally. And Lora smashed her goals within 3 months.

“*Lucy has been my rock since day one. The value that she gives to me and the rest of her clients - she has created a community, a family.*”

THE RESULTS

FINANCIAL FREEDOM, SELF-BELIEF AND A TRUE WORK-LIFE BALANCE

Since starting her coaching journey with The Holistic Business Coach, Lora's achievements within her first year are:

- Over 12-months, revenue has increased by over 1000%
- Month on month revenue increased by 50%
- Reached client capacity in the first 3 months
- Hired two associates with plans for more
- Consistent work from repeat clients
- Onboarded six new clients

And for Lora, with her new work-life balance comes an invaluable, instilled self-belief:

“*I've become really comfortable with where I am in my head. I'm not stressing about getting work done or about being unavailable. I take a couple of hours out in the afternoon and the world doesn't fall apart. I get time with my son which is priceless.*”

[Book a discovery call with Lucy here](#)