

THE SIGNAL

The strategic reset for scaling female founders



Women
who lead
and Sell
with Kelly & Aliya





WHY THE SIGNAL EXISTS

You've built something solid. Clients value your work; you're known for quality and your business is producing revenue.

And yet – as you prepare for your next level of growth, you feel the invisible friction and the weight of your frustration. The leadership ceiling you can't quite see past.

HERE'S WHAT MIGHT SOUND FAMILIAR

- Your team waits for you to make every commercial decision
- Your revenue has become unpredictable
- You're seeing big opportunities – but you're not ready to seize them
- The business depends too heavily on you for sales, direction, and leadership

This isn't a failure. It's the predictable result of founder-led success. You've grown as far as effort and excellence alone can take you. Now, it's time for space, structure, and strategic leadership. That's what The Signal provides.



WHAT IS THE SIGNAL

The Signal is a 3-month strategic reset for female founders scaling B2B businesses.

It's not a course, it's not coaching and it's not more tactics.

It's a live founder to founder strategic space where you work directly with two experienced commercial experts – Kelly (sales leadership & growth strategy) and Aliya (operational design & business structuring) to:

- Clarify your revenue focus (which offers to grow, which to leave behind).
- Reframe your sales leadership role
- Identify the unseen friction points in your growth path
- Strengthen your commercial positioning so it attracts ideal clients
- Design your pricing and product focus around real market opportunity
- Rebuild your confidence in your leadership capacity

WHO IS THE SIGNAL FOR?

We designed The Signal for value-led female founders who:

- Run B2B service-based businesses generating approx. £300K+ annually
- Are highly capable, but feel the business can't scale further without change
- Refuse to scale by sacrificing wellbeing, quality, or values
- Know that what got them here - won't get them there

This is where you move your focus.

It's where your leadership style evolves from "doing it all" to "leading."



HOW THE SIGNAL WORKS

The Signal is built around 3 months of structured founder strategy, delivered through a blend of:

- Live strategic sessions with both Kelly and Aliya
- Sales and revenue diagnostics
- Voice-note support for quick questions
- Practical tools and personalised deliverables

We progress through 3 core phases:

Phase 1 - Reveal

- Identify where you're stuck.
- Diagnose your revenue reality.
- Uncover the hidden blockers to growth.
- Spot high value sales opportunities.

Phase 2 – Reframe

- Realign your offers, sales leadership and product focus.
- Clarify and reset your client positioning and messaging.
- Realign your personal leadership style with your next level.

Phase 3 – Reinforce

- Product testing begins.
- Make confident commercial decisions
- Clarify the new systems to deliver the growth



OUTCOMES YOU LEAVE WITH

At the end of The Signal, you will have:

- A commercial growth plan that excites you and fits your vision
- Aligned pricing and product offers
- Real-time client feedback on your offer positioning
- A clearly defined leadership focus
- Revenue visibility that feels predictable and scalable – not a rollercoaster

INVESTMENT

£6,000 Pay-in-full bonus:

a VIP in person group day with us (worth £1000)

Payable by 3 instalments of £2,000 each

Format: Live sessions + voice access + strategic deliverables

Duration: 3 months

You'll leave with a personalised commercial roadmap, a clarified leadership focus, and the confidence to scale without burning out.



WHY NOW?

Scaling isn't about doing more – it's about leadership and team building. Aside from all this strategic stuff, we are here to relieve you from the fatigue and frustration of doing it alone.

The space between £300K and £1M isn't won through hustle – it's won through stepping back and clarity. The Signal is your space to pause, reset and rebuild with confidence and if you've been craving a pause that doesn't derail your progress – this is it.

If you're ready to step out of the founder-doer cycle and lead with more clarity and space, we'd love to walk this next stage with you. Message us directly, or let's schedule a 20-minute decision call.

Kelly and Aliya

THE GAP BETWEEN £300K
AND £1M ISN'T WON BY
DOING MORE — IT'S LED BY
THINKING DIFFERENTLY

Contact Us Anytime

Have a question? Need to check something? We're here.

Aliya Musa **07525 152005**

Kelly Quinn **07496 289220**

hello@womenwholeadandsell.com
