

A Frankie Grit Case Study

Isabel Lockhart.
The Legacy Celebrant



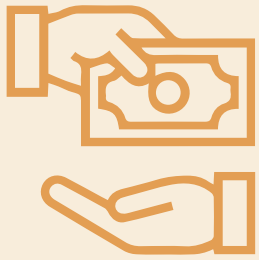
From near closure to record growth

The Starting Point

In March 2024, **Legacy Celebrant**, founded by **Isabel Lockhart**, was on the edge of closure. Isabel creates unforgettable ceremonies for life's milestones. Hatches, matches and dispatches, but her business wasn't making enough to survive.

"I was a sole trader whose business was on its knees," Isabel explains. "The income wasn't covering the bills, and I was actively looking for a job. Becoming an employee again wasn't what I wanted, but I couldn't see a way forward."





The Challenge

Legacy Celebrant had heart, purpose, and passion, but was missing the strategy to thrive. Isabel lacked:

- A clear journey
- Focus on the key business metrics
- A structured approach to pricing and profitability
- The rhythmic acquisition of customers
- Targeting of higher-value services

Confidence was slipping, and the future looked bleak.



The solution

On her first discovery call with Steve (aka Frankie Grit), Isabel got the kind of honesty she hadn't had before:

"If your business is failing, then it's your fault. But you can fix it."

Frankie replaced hope with strategy and a challenge. He provided the knowledge to turn Isabel into a professional businessperson and then the accountability to implement the change needed to succeed.

He also promised a refund guarantee if there wasn't a tangible financial improvement in 3 months.

Together, they mapped out the journey, reviewed the business and introduced targeted activities to drive engagement and bookings.

Frankie brought accountability and clarity to measure progress.



The results

The turnaround has been dramatic:

2023: 13 ceremonies delivered

2024: 26 ceremonies, double the previous year

2025 (so far): 38 ceremonies booked, with more to come

2026 (future): 27 ceremonies already in the diary

By focussing on the right metrics, refining her pricing, and driving higher-value bookings, Isabel not only made her first-ever annual profit in 2024, but is now on a trajectory to more than double that in 2025



In Isabel's words

"Meeting Frankie was the wake-up call I needed.

He isn't a life coach; he's a business strategist who keeps you accountable while giving you the practical guidance to succeed.

He's the sat-nav that ensures you stay on the right road to your destination.

He makes no false promises, only a commitment to help you program your route and then execute it."



THE FRANKIE GRIT

"Get Shit Done Club"

To find out more about what Frankie can offer you. Go to:

www.frankiegrit.com