

128 UNIQUE NICHEs

THAT ARE ABSOLUTELY CRUSHING IT



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HEALTH / FITNESS



Shelly Airey
ShellyFLEX Athletics



Flexibility, Handstand, and
Contortion Coaching



www.shellyflex.com

**How did Business By Design help
you with your business?**

BBD has played a HUGE role in the success of my online business in so many ways. This program has helped me improve my messaging so that I can better reach and serve my target audience. It has helped me put the processes in place so that I can easily train and hire new team members which allows me to focus on my role as a CEO and keeps me from feeling overwhelmed by trying to wear too many hats. This program has taught me how to grow my list, and continue to put more offers in front of more people and that living in abundance is possible! I couldn't be more happy with this AMAZING program. Thank you James and the amazing team at BBD!



Paul Keenan
Volume Fitness



Health and well-being



<https://volumefitness.mykajabi.com/link-page>

**How did Business By Design help
you with your business?**

Systems, structure, confidence



Terry Bradford & Mary Wilmer

Terry and Mary



VEGAN & PLANT-BASED: We simplify the vegan/plant-based experience so that others can easily adopt this new way of eating.



<https://www.terryandmary.com>

How did Business By Design help you with your business?

We got struck by lucky lightning and got to have a hot seat with the wizard of the online business world, James Wedmore. He gave us the gifts of confidence, clarity, and simplicity. Until then, it hadn't dawned on us that we could just focus on one thing rather than one plus a gazillion upsells!



Monika A Mazur

Body by Monika LLC



Life in fitness coaching for women



www.instagram.com/monika_a_mazur

How did Business By Design help you with your business?

I went from having a fitness studio, five different online programs, and couple different video training programs to having to solid online offerings, and instead of working seven days a week running between studio and home office, I get to work for 15 hours a week doing just my favorite things from home.



Miriam Emuna Ofek

**Functional
Medicine TLV**



Health and Wellness



www.functionalmedicinetlv.com

How did Business By Design help you with your business?

Business by Design gave me the confidence to start. I still have not fully implemented all the cogs in the wheel, but I will get there.



Megan Blacksmith & Dr. Alex Golden

Zesty Ginger



Hormone and Brain Health
for Women



www.instagram.com/zesty_ginger

How did Business By Design help you with your business?

Business by Design gave us the structure, systems and mindset support to get our offerings into the hands of the most amazing women ready to optimize their brain health and hormones so that they can do big things in the world! We were able to hand a system with detailed SOPs over to our assistants with step by step instructions. This streamlining brought not only a peace of mind that nothing would be forgotten, but also allowed us to hit our 90 day goal (stretch goal!) in half the time.

And since we hit our goal so quickly we were also able to use the beta launch structure to launch a new program that we have been wanting to do for years! Most of all, really digging into our money story and looking at where we were blocking ourselves opened us up to true abundance. We are incredibly grateful for James and BBD.



Leila Mireskadari

Kids' Growing City



Growing Food with Kids



<https://kidsgrowingcity.ca>

How did Business By Design help you with your business?

Having almost any launch process at hand to follow, the MYM program and especially the Coaches inside the Facebook group have given me the confidence that anything is possible for my online business!



Laurah-Lee Christie

LL Yoga & Wellness



Health & Wellness for Soulpreneurs (Now focusing on coaching entrepreneurs with healing modalities through all the self-doubts, fears and limiting beliefs holding them back.)



www.laurahleechristie.com

How did Business By Design help you with your business?

The biggest shifts were the money mindset work, incorporating manifestation in my business and finally gaining the clarity I needed on my niche! I've increased my rates and also obtained my first two beta clients after that clarity! Thank you!



Laura Schoenfeld

**Laura Schoenfeld
Coaching /
Nutrition Business
Accelerator**



Business Coaching for Nutrition/
Dietitian Entrepreneurs



lauraschoenfeldrd.com
lauraschoenfeld.com

How did Business By Design help you with your business?

I learned how to have the right mindset to grow my business while taking the most effective strategic actions as well.



Krysta Harcus

Krysta Harcus



Helping people with eczema or
psoriasis through the power of
the microbiome



www.krystaharcus.com

How did Business By Design help you with your business?

Business by Design helped me a lot with the mindset. I was also very reluctant to niche down but now that I have, I feel like I can actually help MORE people.



Kelly Howard

Fit is Freedom



Fitness Mindset Coach



www.Fitisfreedom.com

How did Business By Design help you with your business?

James personally suggested a podcast, Fit is Freedom Podcast is now 2 years old and going strong. I use the program "as needed" sales page updates, launch suggestions and this week I am rebuilding my Thank You page to create sells. Basically, when I have a question or a need I see what the course has to offer. Thanks!



Kathleen LeGrys

Health Coach Solutions



Done For You Coaching Programs and Resources For Health Coaches



www.healthcoachsolutions.net

How did Business By Design help you with your business?

BBD is one of the best investments I have ever made for my business. One of the most helpful aspects of the program is having all of the launch frameworks and step by step blueprints that remove the guesswork of what to do each step of the way. I have used the launch blueprints several times with great success!



Hannah Aylward

Hannah Aylward
Nutrition (HAN)



Helping women repair their gut + ditch digestive issues for good.



www.hannahaylward.com

How did Business By Design help you with your business?

Launches, nailing messaging, email sequences, reassurance



Eric Purves

Eric Purves
Professional Education



Healthcare Education



www.ericpurves.com

How did Business By Design help you with your business?

Transformed my in person courses/ workshops/ speaking engagement into a very profitable online format. I have been able to scale my business to new levels of financial success while making a bigger impact on the healthcare professionals I serve.



**Emma Hitt
Nichols, PhD**

Learn AMA Style



Helping MDs and science PhDs to transition into freelance medical writing and editing



Learnamastyle.com
6weekcourse.com

How did Business By Design help you with your business?

I'm still working through the materials, but in just a few days I am taking action and making money that I would not have otherwise made. It's helping with mindset. I look forward to going through the modules step by step.



Elizabeth Adames

Elizabeth Adames



Lose Fat & Overcome Emotional Eating



[Instagram.com/theelizabethadames](https://www.instagram.com/theelizabethadames)

How did Business By Design help you with your business?

Helped me put systems in place for my biz and connect with incredible souls



Allison Hollinger

Plan to Nourish



Meal prep for busy families



allisonhollinger.com

How did Business By Design help you with your business?

I built my membership from scratch with BBD! I utilized the Monetize Before You Make It method with my beta. Within 18 months, I had scaled my membership to over 4000 members and a high 6 figure income with challenge launches. BBD taught me how to create, launch and scale but more importantly, it gave me the confidence I needed to trust my instincts.



Christine Burke Von Riddern

Help Solve The Case



DNA Genetic Genealogy, Cold Cases, Investigations and Training



<https://www.helpsolvethecase.com/>

How did Business By Design help you with your business?

Clearly outlined the structure and stages. Gave me a community.



Caroline Bjorkquist

RunRX Academy



Teach Correct Running Form



www.RunRX.fit

How did Business By Design help you with your business?

Built out core curriculum and sales page using BBD



Blake Gordon

Road Maps 2 Health



Natural Health & Wellness. I help menstruating women have pain-free periods, so that they can gain back days each month to live a productive life. Instead of relying on birth control or surgeries that mask the problem, I use natural therapies to address the root causes of pain, balance hormones and restore optimal gut health!



www.roadmaps2health.com

How did Business By Design help you with your business?

BBD gave me the direction that I needed to grow my business. I am so appreciative for the support and encouragement, as well as the guidance on improving my mindset.



Angie Brown

Real Life Runners



Performance and health coaching for runners



www.realliferunners.com

How did Business By Design help you with your business?

Many ways! It has helped me get more clear on the people I serve and the transformation I provide, as well as implement improved systems and processes in my business as I grow. It has helped me to step into my role as digital CEO, and outsource things so I can spend more time doing the things that only I can do. I hired my first team members with the help of BBD. I have also connected with other amazing entrepreneurs and have formed strong business relationships and real friendships with several of the incredible people I met inside BBD. It has forever changed my business and my life.



Kate Boys

NuWay Health Coaching



Comfort-eaters and late-night snackers who want to transform their relationship with food and finally reach their weight-loss goals without giving up any of the foods they love.



www.nuwayhealthcoaching.com

How did Business By Design help you with your business?

It has helped me to get clarity on my niche, to produce content that attracts them and give me the systems and structures to create amazing offers to help grow my business!



Helen Phillips

Wentworth Wellness



Runners who are not 'typical runners' who want to run their best in their first marathon



www.wentworth-wellness.co.uk

How did Business By Design help you with your business?

BBD has helped me focus my offer, messaging and sales process and guided me to become a 'scientist', testing, learning and refining my offer, message and launch approach to get bigger, better and more consistent results.

LOVE / RELATIONSHIPS



Katherine Endy

The Family Life Coach



Parent Coaching



www.katherineendy.com

How did Business By Design help you with your business?

Before BBD, I had no idea how to find clients, how to talk to them, or how to navigate the technical, behind-the-scenes aspects of business. Since joining BBD, I have run a free program for 525 parents, served several 1:1 clients, launched a workshop series for parents, and 4x'd my prices for 1:1 clients. I feel confident, professional, and so excited to see what I can create next.



Jeanne-Marie Paynel

Your Parenting Mentor



Parenting - Prenatal to Preschool



<https://voilamontessori.com/>

How did Business By Design help you with your business?

Get clarity on my offers and who I am here to serve.



Kate Wong

Andromeda Wellness



Parenthood:
Preconception thru Pediatrics



www.andromedawellness.com

**How did Business By Design help
you with your business?**

It helped me create structure and guidance on how to market and take my clients through an experience to help with their issues.



Julia Black

Explorium Ltd



Parenting and Education



www.explorium.co.uk

**How did Business By Design help
you with your business?**

I cut my teeth in the digital business with Business By Design and it gave me the roadmap I needed.



Heather Mitchell

**Health Coach
Heather**



Families with Kids 8-18



www.healthcoachheather.com

How did Business By Design help you with your business?

Learning how to launch and write copy that
speaks to my audience



Elisheva Liss

Elisheva Liss, LMFT



Sacred, Not Secret: A Religious
Family's Guide to Healthy,
Holy Sex Ed



elishevaliss.com

How did Business By Design help you with your business?

In too many ways to fit here!



Dianah Johnson

**CEO and Founder,
Return to You
Institute**



Divorce Coach



www.dianahjohnsoncoaching.com

How did Business By Design help you with your business?

It helped me finally treat my business as a Business. Before BBD I felt like I was dabbling. After BBD I feel like I'm finally a Digital CEO.



Diana Cregan

Women With Purpose



**Helping Mums Who Stayed Home
to Raise Their Family Get Back to
Work (Shifting mums from
unfulfilled & frustrated to
energised and with purpose and
direction beyond motherhood)**



www.backtoworkroadmap.com

How did Business By Design help you with your business?

Well actually, James was the one who convinced me back in Dec 2019 that it was not only possible but essential that I crate my own course. Still very much in beginning phase (stuck on the irresistible offer - sales & marketing really)



Dalila Jusic-LaBerge

**Be Here & Now
Relationship Academy**



Romantic relationships for women who want a deep emotional connection with a partner that is equally stoked to create a relationship that will actually make them happy



<https://www.behereandnow.com/>

How did Business By Design help you with your business?

It helped me realize not only that I can be myself but that I SHOULD be myself to grow my business



Clare Stead

Oliiki



Parents and parents to be of babies in the first 1000 days of life (from conception to two years old)



www.oliiki.com

How did Business By Design help you with your business?

I'm an accidental entrepreneur! I built my app to help make impact on parents and children and their life outcomes, I never once thought that I would actually have to sell it once I had made it! Business by design gave me the confidence to believe I COULD run a business, that I had it in me to sell and that I was doing my audience a disservice by not telling them about it. Fast forward a year or so, I have people telling me on a daily basis how my app has transformed not just their life, but the life of their children as well. One mum said, "I instantly felt better" and I've just got off a call with someone who used it in the very early days and he told me that it transformed the way he parents, that his child is really bright and he is sure that is in large part due to my app. If I hadn't worked through the BBD content, he and many others would never have heard about the app.... thank you for helping me change lives!



Deidra Broxterman

Deidra Mae



Matchmaking, Dating and Relationship Coaching



<https://deidra-mae.mykajabi.com/pl/226558>

How did Business By Design help you with your business?

It helped design and create a digital course. Helped me realized who I needed to BE to make that happen.



Michal Greenberg-Cohen

Ask Michal



Sex Education For Parents



www.askmichal.com

How did Business By Design help you with your business?

Nail My Niche, Grow my audience, Be creative with my offers, Shifting limiting beliefs, Getting ideas from other online business owners



Anna Commons

The Autism Collective



Mothers raising children with additional needs.



www.theautismcollective.com.au

How did Business By Design help you with your business?

It taught me the 'how to' but more importantly it taught me the WHY. As in why I'm not doing the scary 5% of things to move my business forward. BBD reminds me that fear is different from danger and that staying safe is a one track ride to vanilla-town.

SPIRITUAL/ PERSONAL DEVELOPMENT



Sukie Baxter

Whole Body Revolution



I teach coaches and healers how to release blocked emotions stored in the body so they can create consistently magical results for their clients.



www.wholebodyrevolution.com

How did Business By Design help you with your business?

BBD helped me to grow a much larger audience that then formed a testing ground for a variety of offers. I had thought that my niche was in teaching my techniques to individuals for self healing but found that over 80% of the students who enrolled in my program were other healing professionals which then allowed me to narrow down my focus to better support these clients.



Shafonne Myers

Pretty Pear Bride



Plus Size Bride Worthiness Coach



www.prettypearbride.com

How did Business By Design help you with your business?

They helped me realize that it wasn't actually about Self Love or confidence for my audience but about how the self love and confidence allowed them to truly feel worthy of getting married and finding the love of their life so they can show up as their authentic selves and not worry about what people think of them on their wedding day and beyond.



Wendy Porter
Crowned for Success



Women's Empowerment



www.crownedforsuccess.com

**How did Business By Design help
you with your business?**

It helped me with marketing strategies



Yvette Ayuso
Neutrition Fit



Core 3 Coaching -
Mind, Health, Relationships



<https://neutritionfit.com>

**How did Business By Design help
you with your business?**

BBD helped me to believe in myself when I
was at my lowest point in life.



Dean Guccione
Tomorrow's Firefighter



Firefighter interview coaching and training



<https://tomorrowsfirefighter.com>

How did Business By Design help you with your business?

I was part of the beta group when James was creating Business by Design



Sandra Chaloux
Wellness Hub



Holistic Health & Spiritual Growth



<https://www.wellnesshub.us/>

How did Business By Design help you with your business?

Mindset training, Training on how to hire VA in Ph, Money Mindset, Monday.com



Neille Hoffman
Silverbird



Online Learning Platform and
Community Celebrating The
Wisdom of Women



www.lovinghealthfm.com

**How did Business By Design help
you with your business?**

James inspired me to keep working toward finding my niche. I have a brand strategy and design business – but that isn't what makes my heart sing and taps into all of my gifts. I'll share my existing business website below but Silverbird is in the incubation stage, sitting on our eggs and getting ready to hatch! Without James and BBD and would never dream I could expand beyond what I know and impact so many others.



Ken Steven
DreamJob Discovery



Finding a job that fuels your
passions and gives you purpose.



www.dreamjobdiscovery.com

**How did Business By Design help
you with your business?**

All of my marketing is based on the trainings in BBD.



Maeve Ferguson

**Maeve Ferguson
Coaching**



Championing Coaches and Consultants working 1:1 to scale with Online Courses.



www.maeveferguson.com

How did Business By Design help you with your business?

Allowed me to run several launch types to find out which one worked best for me.



Jeremy Lipkowitz

Unhooked



Porn and Digital Addiction Recovery for High-Performers



www.jeremylipkowitz.com

How did Business By Design help you with your business?

Gave me the courage to share my story and niche down. Also, it gave me the step-by-step instructions for every single possible process I could ever imagine needing. No more needing to re-invent the wheel. Just plug and play!



Peyton Berg
Loving Health LLC



I help moms find the root cause of their symptoms, so they can have vibrant energy and health to raise a healthy family in a healthy home.



www.lovinghealthfm.com

How did Business By Design help you with your business?

Business By Design not only walked me through starting my business off to a successful start, but has continued to help me with each step I've been taking to grow and scale. It has truly helped me feel prepared for things as an entrepreneur that I didn't even know I would need to be prepared for.



Nick Dunning
Nickdunning.com



High Performance Coach For Actors, Writers and Creatives



<https://www.nickdunning.com>

How did Business By Design help you with your business?

Sparked and continues to spark my mind, my heart my business, my finances and my entire life! Every single day!



Leanne Oaten

Soulwork Holistic Counselling



Relationship Empowerment Coach
for Women Experiencing
Emotional Abuse



leanneoaten.com

How did Business By Design help you with your business?

I was able to create my group program in a brand new niche and scale it within the first year with live launching in 2020 to a 6 figure (profit) business. The key BBD components I used were the Sell it Before you Make it Process, then building that one bridge to success. The Sales Page by Design helped me with my sales page, and the mindset work helped me to step into my digital CEO role.



Laurie Wright

Not Your Average Grandma



I help passionless empty nesters find their late-in-life purpose and in so doing find themselves so that they can live out the rest of their life doing what brings them deep fulfillment in a way they likely have never known.



notyouraveragegrandma.com

How did Business By Design help you with your business?

It helped me find my late-in-life purpose by learning how to create an online business I love, become profitable make an impact. and quit my 35+ year corporate career.



Joanna Armstrong

BlissyJoy



Joy Mastery



<https://www.blissyjoy.com/>

How did Business By Design help you with your business?

Understand that Mentoring needs to be run as a business, and not an activity.



Jenessa MacKenzie

The Elevated Entrepreneur



Spiritual Business, Life & Mindset Coach



www.theelevatedentrepreneur.net

How did Business By Design help you with your business?

Honestly, I didn't buy BBD because of the amazing blueprint it offers, I bought BBD to be in James's energy. All the knowledge, processes, and strategies are a bonus!



Jeff Ziegler

The Infinite Being Series



I work with widowers to help them rediscover their "why" to find meaning & purpose in their lives after the loss of a spouse/partner.



<https://www.theinfinitebeing.net>

How did Business By Design help you with your business?

Helped me to launch my programs and secure.



Haden Starbuck

Creatrix Compass



Life and Creativity Coaching for the Creatively Timid or Creatively Curious



<https://www.creatrixcompass.com>

How did Business By Design help you with your business?

In every way - I was a newbie with a dream, now I'm a business with a bigger dream!



Evelyn Janetzki

COACH THYSELF



Self-Coaching



www.coach-thyself.de

How did Business By Design help you with your business?

I don't even know where to start: Crystal-clear processes, tons of information about online courses I had never heard of before (I was a complete newbie), resources beyond anybody's imagination, not to mention the vibrant and incredibly helpful community of fellow online biz warriors (peaceful warriors, of course!), as well as all the mindset shifting... It has opened up a completely new world for me. Without BBD, I would not possess the confidence in building an online business that I have today. Action creates clarity :)



Eric Yusko

Man of Class



Men's Life Strategist



www.manofclass.com

How did Business By Design help you with your business?

It's a constant help. It's the ultimate user guide that I keep going back to whenever I build out different areas on my business.



Kabrina Budwell

**Kabrina Budwell
Consulting**



Service based creatives
(marketing, messaging, and the
brain science behind making
creative ideas reality)



www.kabrinabudwell.com

How did Business By Design help you with your business?

Business by Design helped me get out of my own way. It forced me to look at what i was doing in the world differently and to stop hiding behind other peoples success as a service provider and to step into the spotlight because there is no backstage in life.



Gina Ballard

Gina Nicole



I support seekers to embody their
truth; guiding empaths and highly
sensitives to ignite their intuition,
and emerging entrepreneurs to
build heart-centered businesses



www.ginanicole.net
www.school.ginanicole.net

How did Business By Design help you with your business?

BBD helped me to re-org the steps and structure of my business, and to being simplifying what I was way overthinking. And one of the first steps ... was to help me nail my niche.



Imogen Lamport

Elcorn Image Pty Ltd



Transformational Personal Branding Expert helping intelligent, visionary women identify and authentically express their style from the inside out so they have the confidence, credibility and charisma that allows them to courageously step into the spotlight and share their expertise with the world.



<https://insideoutstyleblog.com>

How did Business By Design help you with your business?

Biggest thing have been creating a team which has helped me get some sanity back in my life!



Jessica Jackson

Thriving in Motherhood



I help moms of faith navigate hard seasons of motherhood, so that they have the time and energy to work on their own projects or business with kids at home, and create a motherhood they love.



<http://thrivinginmotherhoodpodcast.com>

How did Business By Design help you with your business?

BBD empowered me to go from a mom with a hobby podcast to a growing online business. When I joined in 2019 I needed someone to tell me exactly what to do for my product launch so I didn't waste the little time I had to work as a full time homeschooling mom with four children. In that first launch I generated the \$3000 - matching my investment for BBD. Since then BBD has helped me launch my first monetized before you make it course, a backend membership, relaunch two physical products, and do the same thing all again the next year with exponential results with my revenue. I had a 10k year last year which is a lot for only working in the early morning or during Naptime. I thank James for teaching the principles that make it possible to stay productive, profitable, and enjoy the entire journey of building a business.



Carolina Sotomayor

**Carolina Sotomayor
Reiki**



Fertility Reiki Healing and
Coaching



www.carolinasotomayor.com

How did Business By Design help you with your business?

It gave me the confidence to transition to online
and create streams of income for my family.



Elisabeth Manning

Divine Magic



Spiritual energy tools for
conscious creation of the life that
wants to be born, whether a baby,
business or blessed life.



www.elisabethmanning.com/divine-magic

How did Business By Design help you with your business?

This is the Holy Grail of all business training
programs out there! I really do feel like I'm
becoming a solid CEO of my business. James
is the real deal and he walks his talk and it's
an honor to learn from him. The program
also helped me realize that I could pivot from
Fertility and scale into a larger audience - and
it gave me the courage to do just that and
"go for it" this year!



Gina Kershaw

Your Today Story



Manifestation Coach for Mom
Entrepreneurs



<https://www.ginakershaw.com>

How did Business By Design help you with your business?

BBD showed me all the nuts and bolts of running an online business. I jumped into online entrepreneurship thinking it was as easy as creating a single webpage. Initially I was like most people who are having new ideas and dreaming about how online business could offer the freedom and financial security I was craving. And, I was sure in my belief that "if you build it, they will come." I didn't know anything about funnels or marketing or strategy or how mindset could completely derail me (even as I was on the tipping point of a major breakthrough). I think this is where many would-be entrepreneurs end up quitting. But, BBD gave me all the processes, but even more than that, the coaching calls helped with all of the mindset and imposter syndrome issues that came up (that I didn't even know about!!). Honestly, I would not have an online business without BBD.



Justin Wenck

E-motions Engineering LLC



Helping people break out of their
successful yet unsatisfying careers
and begin to pursue their passion



<https://www.justinwenck.com/>

How did Business By Design help you with your business?

BBD gave me the information, processes, and support to create offers and start helping people instead of waiting years to figure it out on my own.



40+Style



Style & beauty & confidence for women over 40 (I have a few others as well)



<https://40plusstyle.com>

How did Business By Design help you with your business?

It helped me think about the business in a more strategic way. Using more math and creating more systems. It's a great resource to always fall back on when doing launches or creating new goals & businesses. It also started my journey of mindfulness and building a business by my design.



Michael Burrows

Anxiety Specialists



Helping people master their anxiety



www.anxiety-specialists.com

How did Business By Design help you with your business?

BBD has helped us with our abundance mindset and to value ourselves. We've also been able to see how we could scale and expand to being an international online business, rather than staying small and local.

HOBBIES / INTERESTS



Clare Seymour

Musicbuds



'Doing Diversity Differently':
Promoting Diversity awareness in
3 - 7 year olds by teaching through
music



www.musicbuds.org

How did Business By Design help you with your business?

In so many ways! BBD has given me direction,
support, understanding, motivation, knowledge,
skills and community encouragement. It's a
better resource than I ever imagined!



Christel Arcucci

Soul Purpose Network



Embody Soul Purpose &
Transform Trauma



www.ChristelArcucci.com

How did Business By Design help you with your business?

BBD helped me create clear structure and
scalable systems in a business I love! Also the
community is full of incredible people and is
a wealth of resources and support.



Victoria Thomas

**Kelly-Moss Road
& Race Inc**



Automotive (Porsche racing & builds)



www.KellyMoss.com

How did Business By Design help you with your business?

Launching our online race car driver
development academy



Tina Dhillon

**Studio DO
Architecture +
Interiors**



Design Thinking: interiors, new
houses, renovations, style guides,
travel guides for the visually
minded, Course and workbook on
Learn to Think like a Designer



<https://www.studiido.ca/>

How did Business By Design help you with your business?

Business by Design got me thinking about
how to scale what I do and move away from
one on one to one to the many. I have
figured out my offerings and getting them
completed.



Sydney Bass

The Profitable Stylist



Courses for stuck and struggling personal wardrobe stylists who want to go from overworked to profitably booked



<https://theprofitablestylist.mykajabi.com/>

How did Business By Design help you with your business?

I joined Business by Design to learn how to be better at the marketing side of online business- things like copy and messaging that I knew I could improve. I got that - AND I got step-by-step processes written out for me for things I didn't even know I needed to help me better launch my course and online programs. It gave me the confidence that I COULD create and launch a course and that it could be easy.



Thea Duncan

Doing Italy LLC



Move to Italy Courses



www.doingitaly.com

How did Business By Design help you with your business?

I basically did plug and play from having no course to launching my first course to make \$15,000, with a prelaunch list of 500 people



Tiffany Bell
Sprinkles of Joy



Home Decluttering, Organising & Decorating



www.sprinklesofjoy.com.au

How did Business By Design help you with your business?

Literally the ONLY business manual that I refer too!



Sofie Hoste
Tuinen in Beweging



Garden Design



www.tuineninbeweging.be

How did Business By Design help you with your business?

I shifted my offline business with 1/1 clients to a partially online business where I can offer much more value to much more people: i love it! Finally i am getting my life back!



Nick Demos

Nick Demos Media



Storytelling for Spiritual, Online
Entrepreneurs



www.thenickdemos.com

How did Business By Design help you with your business?

One sentence from James Wedmore shifted my
entire business



Sandy Viteri

**Video Podcast
Academy**



Video Podcasting



<https://viterivibes.com>

How did Business By Design help you with your business?

Thanks to Business by Design I learned all of
the ins and outs on how to launch my digital
course.



Rich Cooper

**The Centre of
Aviation Photography**



Aviation Photography



www.coaponline.com

How did Business By Design help you with your business?

Mindset, membership launch (including Football Phone), removing barriers, inspiration



Pamela Grice

Crochetpreneur



Crochet Business Coach



<https://crochetpreneur.com>

How did Business By Design help you with your business?

Since joining BBD, I have double my membership and profits year after year. The strategies and resources in BBD have helped make each new strategy accessible and each new goal achievable!



Nicole Begley

**Hair of the
Dog Academy**



Pet Photography Education



www.hairofthedogacademy.com

How did Business By Design help you with your business?

BBD allowed my business to move from fun little side focus to a full-blown machine. Our growth since starting BBD is measured not only in revenue, but also in life hours regained and incredible team members added on.



Mim Jenkinson

Paper Planner Club



Creating and selling Planners,
Printables + Stickers



<https://www.mimjenkinson.com>

How did Business By Design help you with your business?

BBD helped me to pre-sell my courses and programs before I'd made them, build my audience, craft my first webinar and launch in a variety of ways! Essentially, I moved from hobbyist side hustler to digital CEO. My revenue has grown hugely as a result - yet my working hours have significantly reduced :)



Matthew Treece

BuzzCube



Unlimited Graphic Design &
Kajabi Web Development
For \$650/Month



<https://www.buzzcube.io/services>

How did Business By Design help you with your business?

BBD showed me how to hire the right team,
how to launch my service and strategies of how
to position my service-based membership.



Marta Tarallo

Bottega Zero Waste



Handmade skincare



www.bottegazerowaste.com

How did Business By Design help you with your business?

Helped clarifying the messaging and funnel
set up



Jenny Kotlyar

Limitless Hiker



Hiking and outdoor adventure



Limitlesshiker.com

How did Business By Design help you with your business?

It gave me the strategies I needed to actually step into being a leader in my industry, fix my messaging so I resonated with my audience instead of putting out fluff, stopped focusing on the “vanity” numbers, and run successful launches.



Jay Hunt

Smartphone Video for Smart People



Smartphone Video One Day
Online Courses



www.smartphonevideoforsmartpeople.com

How did Business By Design help you with your business?

Got me started on how the hell to promote 2 courses i had been running in real life



Kim Rormark

Landscape2Art AS



Landscape Photography
Marketing



www.landscape2art.com

**How did Business By Design help
you with your business?**

BBD got me out of my comfort zone at the point I understood it was me that was holding me back. The launch execution guides are also priceless. Thank you!



Jo Clark

**Holistic
Equitation Ltd**



We help struggling heart-centered horse riders make more rapid and more consistent progress AND have a happier horse!



www.derekandjo.com

**How did Business By Design help
you with your business?**

Where do I start? It's completely completely transformed it! We've gone from running our own equestrian centre, teaching 1-2-1, to delivering an online coaching programme and helping far more riders than we could before. BBD and James taught us how to "think 1-to-many" and has given us clear direction and a clear plan of what's required to actually create a business around online teaching and coaching. We were using ALL our energy on £10-50 an hour work. We've stopped all that and now everything we do can be re-purposed to build our business. We're currently part way through our 2nd ever launch and it's going _really_ well! Oh and by the way we now have a serious handle on our messaging and we've learned how to listen to what our people are saying and craft our landing and sales pages accordingly. THANK YOU SO MUCH!



**Bjorgvin
Benediktsson**

Audio Issues



Music Production Tips



www.audio-issues.com

**How did Business By Design help
you with your business?**

It helped me structure my launches and make me comfortable with using webinars to launch and promote products. It helped me do multiple \$25K launches of my flagship program as well as streamline a lot of my business practices. All in all I've made my BBD investment back 50X or more!



Amanda Schaefer

Fearless Fastpitch



Softball



Fearlessfastpitch.com

**How did Business By Design help
you with your business?**

Being able to understand my demographic and what their needs are has helped my business to serve them with invaluable resources. The impact BBD has had on my business is absolutely invaluable, both strategically and financially. Building scalable processes means I can show up and serve the athletes that I work with and enjoy what I do every single day!



Jenny Bernström

Bergahundar AB



Adventures and running coaching
for dogs and their owners



Bergahundar.se

How did Business By Design help you with your business?

BBD has helped me think about my business in a whole new way. I have tightened my niche. I'm marketing with a whole other message. I'm attracting clients I love to work with.



Maggie Green

The Green Apron
Company



Cookbook Writers



www.cookbookwritersacademy.com/free

How did Business By Design help you with your business?

BBD helped me create the first iteration of my program and get it launched. I also learned the math of online webinars and statistics keeping from BBD



Catherine Respass

Red Mare



RM is an agency with creative bones, business brains, and equestrian hearts. With a focus on serving the horse industry, we provide strategies, coaching, & services to grow your equine business without feeling burdened or burned out, so you can get back to the barn blissfully.



Redmareenterprises.com

How did Business By Design help you with your business?

I was an exhausted solopreneur and new mother when I joined BBD. I epitomized the idea of treating myself like an employee instead of a digital CEO. 2.5 years later, my team has grown to 20 and we've tripled our revenue. This year we are stream lining our offers and aiming to triple our revenue again.



Hélène Lawler

Shaping Chaos Dog Training



Dog sport performance coaching



www.helenelawlercoaching.ca

How did Business By Design help you with your business?

BBD has taught me the mechanics of building a successful business and given me the skills I need to get out of my own way and build a successful business that I love. The community support and coaching guidance is unparalleled. But I think the greatest gift BBD has given me is the belief that my dream is actually possible. That I can actually make this happen. That my success is inevitable, as long as I follow the trainings and keep taking action.



Vanda F. Sousa

**Going The Dodo
Way Felting**



Teaching wet felting



<https://www.vandafsousa.com/>

How did Business By Design help you with your business?

Well, before I invested in BBD I had no business. You could say I had a side hustle, or even a hobby. BBD helped me understand what needs to be in place to have a business. I'd say there are two sides to it. There's a practical side, where I learnt how to put all the pieces together and gradually implement processes to go from an amateur to a business. Then there's the mindset side. And, by no means is this one less important! I learnt that my business can only grow to the extent that I grow first. The community is another one of the major elements for me. I don't know how many times I've reached out to the Facebook group to ask questions about problems I need to solve, or just to ask for an opinion from someone who's doing the same. Then there's the fact that BBD has so many resources, some of which you need when you get to the next level. I've been part of BBD for some time, and I've noticed how, as I grow, I take advantage of parts of the course I hadn't used before. I'm always amazed at how much James and his team are doing to make it better and better. The program keeps growing, with tons of resources added, to help answer any question you have along the journey of creating a digital business.

MONEY / BUSINESS / FINANCE



Tanya Smith

Profitable Portraits



Teaching business and sales to
boudoir & portrait photographers



www.profitableportraits.com

How did Business By Design help you with your business?

BBD was what I needed to get me started. I didn't know where to start or what to do first and I ended up following "monetize before you make it" to launch my signature program with a first launch of \$25k and I didn't even have my course built yet!



Julian Cañita

Julian Canita Marketing Solutions



Filipino Coaches and Marketers



www.juliancanita.com

How did Business By Design help you with your business?

It helped me structure my launches from ideas to implementation



Steven de Cuba

Steven de Cuba



I help busy creatives build a personal brand on social media



stevendecuba.com

How did Business By Design help you with your business?

Developed my group coaching program, learned how to launch it and made 17K euros at my second launch with a launch list of less than 400 people.



Serena Shoup

The Ambitious Bookkeeper



Bookkeepers and Accountants



ambitiousbookkeeper.com

How did Business By Design help you with your business?

Launching, employee culture, messaging and mindset



Liz Melville

TIG Marketing Ltd



Facebook Ads Strategist & Coach



<https://lizmelville.com>

How did Business By Design help you with your business?

BBD has been pivotal in teaching me EVERYTHING about launching a course, putting it all together, building a team, my business model.....I could go on and on! I've been in BBD since 2016 and it's a constant reference source for growing my business and digital courses.



Hitesh Daudia

HD Ventures



I help caregivers create a more balanced lifestyle, in achieving more by doing less. Using simple systems, processes and technology!



www.hiteshdaudia.com

How did Business By Design help you with your business?

It gave me the foundations for the whole course creation process and becoming more confident so I could do my Facebook live every week and serve my community at a deeper level..



Rhonda Melogy

Business Plan of Action



Time Management, Processes
& Systems



<https://businessplanofaction.com>

How did Business By Design help you with your business?

Money Mindset Shift



Eric Z. Johnson

Conversational Leads



Business Coaches



www.ericzjohnson.com

How did Business By Design help you with your business?

BBD gave me a experience-based, comprehensive and step-by-step system for building myself, my business, my clients, and online audience. Before BBD, there was constant noise and pressure. Each and every one was pulling me in a different direction! #ThankYouNext BBD provided a clear path to more contribution, impact, and revenue. The BBD community has been phenomenal and exceptionally supportive on my journey too. Inside the BBD Facebook group, not only are there great members, there are trained coaches constantly providing clarity, direction and support. Thank you James and BBD!



Joshua Lee
Breakthrough LLC



Breakthrough Coaching



www.joshuailee.com

How did Business By Design help you with your business?

BBD got me out of my own way. It helped to take a step back and look at my business objectively so I could bypass my own preconceptions about the way I wanted things to be. I had a lot of attachments to outcomes and suffered emotionally when I didn't progress as hoped. Once I got into BBD and learned how to look at my business like a machine, devoid of any attachments, I was able to slow things down and spend the necessary time to follow the system laid out in the program.



Marisa Cummings
Creative Thursday



Helping Artists Sell their Work
Online to their Ideal Collectors



creativethursday.com

How did Business By Design help you with your business?

So many ways!! and still helping a year later! my Challenge Launch, Messaging, Debriefs, Hiring, Planning, Mindset, Launch Scripts to name a few. Thank you!!!



Elisa Becker

Leap with Lisa



Psychology based business coaching helping new and aspiring entrepreneurs to find their unique biz idea and a path to profit that fits them



<https://leapwithlisa.com>

How did Business By Design help you with your business?

BBD helped my in so many different ways: Creating my offers, setting up a launch strategy, perfecting my messaging and copy. But one of the best things is having a community of other entrepreneurs and not feeling as alone in this journey.



Angel Santos

Christian Shepreneur Academy



I help women create and sell online courses.



www.christianshepreneuracademy.com

How did Business By Design help you with your business?

It helped me

- 1.) Focus on being the CEO not just a technician in my business
- 2.) That clarity and being told to focus on one goal at a time helped me create my first 10K cash received month.



ALoN David

90X



Helping entrepreneurs setting goals and 90 days



www.90x.co

How did Business By Design help you with your business?

90X was A product company Only in Business By Design helped us add the digital element to our business and now it is 2/3 of our business model



Monica Vallero

Monica Vallero



Helping Entrepreneurs & Creatives turn their passion into profits



www.monicavallero.com

How did Business By Design help you with your business?

Clarified my niche and making my business even more profitable while having fun



Marissa Rodriguez

The Meraki Collective



Helping personal brand entrepreneurs establish their online presence (branding, websites, tech & biz coaching)



<https://themerakicollective.com/>

How did Business By Design help you with your business?

BBD helped me create my online courses, launch my coaching program, create structure in my business and become the person I need to BE to run the business of my dreams!



Sarah Tugender

Aligned Practice Profit System



I help healthcare professionals create systems in their practice so they can launch online programs and memberships with ease.



www.SarahTugender.com

How did Business By Design help you with your business?

Business by Design opened a world of possibilities for me in the online world. I went from being a door-to-door salesman to an online thought leader and business mentor.



Rebecca Ellison

**Rebecca Ellison
Creative**



Business coach who helps service based businesses scale through brand strategy and photography.



www.rebeccaellison.com

How did Business By Design help you with your business?

BBD helped me streamline and understand the process of launching in a scaleable way



Peppa Georgieff

The Introverts



I help course creators & online coaches transform their biz into an aligned+profitable ecosystem



<https://peppageorgieff.com>

How did Business By Design help you with your business?

It helped me set the stage for my own aligned and profitable online business. Before BBD I didn't even have an exact plan or idea for how to build and run a sustainable online business that I love while enjoying life and have fun being an entrepreneur.



Keldie Jamieson

**OBM Leadership
Academy**



Business Management - Train &
Coach Online Business Managers
(integrators)



<https://www.obmleadershipacademy.com>

How did Business By Design help you with your business?

BBD helped me focus on my inner game and breakthrough some of my beliefs around money and work. Dealing with my mindset and diving into the lessons that I needed (choose your own adventure style) really helped me to keep moving forward in a way that worked best for me and I was able to better define my niche.



Jimmy Turner

**The Physician
Philosopher**



Money and Mindset Coaching
for Physicians



thephysicianphilosopher.com

How did Business By Design help you with your business?

BBD has provided structure and intention to my business so that I can focus on what matters most and have an intentionally designed business.



Julia Worthington

**Amber Consulting
for Fundraisers**



Coaching fundraisers about
corporate fundraising



www.amberconsulting.org.uk

How did Business By Design help you with your business?

Bbd helped me find a process to follow so I could sell my online course, which I had struggled to sell?, even with marketing assistance.



Debbie Sipowicz

**Creatively
Empowered, LLC**



Soulful Women Entrepreneurs
who are deeply connected to what
they're here on earth to do ... but
don't know how to talk about it in
a way that gets others to say 'yes' -
and are turned-off by traditional
marketing.



www.DebbieSipowicz.com

How did Business By Design help you with your business?

It helped me get started, choosing a niche and sticking with it. But more importantly BBD is one of those programs I return to time and again. As my business grows and changes - so do my requirements for help. BBD continues to my go-to program for the answers.



Jenny Petit

Petit Studio



Branding and website design



<https://www.jennypetit.com>

How did Business By Design help you with your business?

BBD has helped me flip my mindset around building a business that works for me and helped me create my own way of success thanks to the various tools within the program I can select what fits my business each time, but most importantly the mindset side of the program has helped me double my prices and gain confidence. I'm now able to pass the knowledge, strategies and confidence with my own twist to my clients. Hands down best program in the metaverse



Michelle Christina Larsen

Freelance Writing Cafe



Freelance writing career growth



<https://5kfreelancewriting.com/>

How did Business By Design help you with your business?

BBD has plug-and-play templates and fool proof instructions that allowed me to confidently set up a sales page and email sequence to generate over \$2500 in my first launch with a low ticket offer. It was a huge success with raving feedback and now I'm gearing up to launch my official program. Overall, online business has been a slow bambi-learning-to-walk process for me, as someone prone to shiny object syndrome, anxiety, and procrastination. But that's the great thing about BBD. It's not a "course" or a timeline to follow. You're never "late". BBD is a veritable plethora of organized resources so you can dip in, grab what you need, and make things happen. The BBD community's main draw for me has been seeing "real people" results instead of random claims around on the internet.



Irina Prokofieva

Idendis Ltd



Human Design and Energetics for
Entrepreneurs



www.irinaprokofieva.com

**How did Business By Design help
you with your business?**

BBD helped me design a process for launching my group programs, and also creating structure in my business (e.g. hiring a team, establishing processes etc).

MISCELLANEOUS NICHE



Amy Mae
The Amy Mae



Human Design



www.theamymae.com

**How did Business By Design help
you with your business?**

Gave me clarity around my messaging and
allowed for me to double my audience in weeks.



Anastasia Lapik
Aligned Vibration



Established Heart-centred Experts
looking to design an online course



<https://www.alignedvibration.com/>

**How did Business By Design help
you with your business?**

Helped to clarify my niches and my offer.
Also provided me with tools of processes
that I don't feel I ever need to go to another
program!



Stephanie West

Starfish Social Club



Education/self-help- I help neurodiverse kids and teens develop self- and social awareness so they can become more socially competent, confident, and connected.



www.theamymae.com

How did Business By Design help you with your business?

Helping me upgrade my messaging and offers,



Keri Brown

Enchanted Kinder Garden



Kindergarten & First Grade Resources



<http://www.enchantedkindergarden.com>

How did Business By Design help you with your business?

I had a hard time taking my business seriously and knowing exactly what I needed to do next. BBD has opened my eyes to so many things that I can do and need to do. I am going to be relaunching a course as evergreen and making a brand new course because of what I've learned through BBD. The entire program is a mindset shift and it's something that I was missing personally and in my business. Through BBD, I also ended up with Sales Page by Design. It filled in all of the missing components when it came to actually selling my course. The BBD Facebook group is also full of so much knowledge. My entire business has shifted into the right direction because of BBD.



Jessica Shattock

Sky Blue English



Advanced English language teaching and coaching to non-native speakers



www.skyblueenglish.co.uk

How did Business By Design help you with your business?

BBD has been incredibly helpful. It has helped my mindset, the way I view business and money, launching and much more.



Courtney Knoblauch

Horizon Tutoring



Student Success Coaching: Test Preparation, College Admissions



www.horizontutoring.com

How did Business By Design help you with your business?

BBD helped me FINALLY launch my digital course, systematize my business, and completely up-level my coaching style to better serve my students.



Andrea Davis

Better Screen Time



Screen Time Help for Parents



www.betterscreentime.com

**How did Business By Design help
you with your business?**

Mindset!



**Craig Makhosi
Charnock**

UBuntu Bridge



Xhosa language learning
community



www.learnxhosaonline.com

**How did Business By Design help
you with your business?**

Structure and Launch



Carolina Maggi

Mama 360



Mompreneurs (Spanish speaking)



momgoalsociety.com

How did Business By Design help you with your business?

I was able to create process that allow me to build the business that align to the lifestyle I want. I learned to focus in what moves the needle for my business. I'm working in launches that allow me to scale my business to impact more mompreneurs.



Diana Castro

For Productions



Consistent video content (Subscription) for heart centered businesses.



www.ForProductions.com

How did Business By Design help you with your business?

Planning