

## **CLOSED A FORTUNE 50 CLIENT: The Power of Language & Visibility**

*“So I actually was not marketing really at all. And so I knew that to get to the kind of next level that we wanted, with more Fortune 100 companies, we needed to start marketing effectively.”*

*- Christi Venable, SMILE Therapy Services, LLC*



**BEFORE:** When Christi Venable, a multi-million dollar mental health and wellness agency, first reached out, it's because she felt a **pressing desire to become more visible and get her message out there.** This was the year that she wanted her business to **grow beyond her current network.**

**DURING:** As we developed the **content creation that aligned with her business goals** and revamped her language across multiple marketing materials and LinkedIn, Christi started to see the power of her enhanced **“branded language and story.”** Christi was relieved that she didn't have to do any “heavy lifting” as her entire LinkedIn profile and content was

revamped in a **done-for-you approach**. During our engagement together, Christi says she **noticed an immediate visibility uptick** due to our work in these four core areas: **Compelling Storytelling. Branded Content. Video Presence. Custom Signature Talk.**

**AFTER:** As Christi gained more visibility on LinkedIn, her powerful messaging resonated with her ideal audience and led to more high level connections. And we didn't stop there! **We helped her reframe the language and layout of her sales presentation with more authority** while continuing to help her boost her video presence inside of the marketing. Ultimately, this branded language helped Christi secure a fortune 50 company. **Christi was pleasantly surprised when we helped with the language on the proposal, too. Then we took things a step further and helped her craft a \$2 million dollar proposal for a new service arm.** Both are scalable proposals that she can leverage for years to come.

*“I would say if you want to improve your brand, if you want to enhance your LinkedIn profile, and if you want to obtain business consultation that really helps you grow your thinking in marketing and branding, that you should definitely try out Bofta.”*

- Christi Venable