



Evolve Communities

Case Study



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Client Name: Evolve
Start date: June 2020
End date: Ongoing
Assigned coach: Anna Kloth

WHY COACHING?

Carla and Aunty Munya started Evolve way back in 2005. It's a majority-owner Indigenous business. They'd been running the company part-time for about 10 years when they decided to go all in.

Five years later, despite attending numerous coaching courses and programs, they'd hit a plateau.

They knew what needed to be done but just didn't know how to get there. This was unsurprising because Carla and Aunty Munya fulfilled the entrepreneur and specialist roles. They were stretched thin and needed a manager—someone who could come in every day and get things done.

Then in 2020, Carla stumbled upon *The 1-Page Marketing Plan*. She read the book, downloaded the 1PMP canvas, and after attending some of our live trainings she approached Successwise about coaching.

RECAP:

- The owner knew what needed to be done but needed help.
- It was just two people trying to educate and serve a vast network.

CHALLENGE

After our initial deep dive, we realized that Carla and Aunty Munya weren't running Evolve like a business, and this was keeping them small.



They were only making Aus \$200,000 a year and investing most of that back in their company, so finding the available funds to hire a marketing coordinator would be challenging.

Realizing that this was the only way they'd see growth, Carla and Aunty Munya agreed to take a salary cut and hire a marketer.

But not just anyone would do. They needed someone as passionate about reconciliation and Indigenous Cultural Awareness as they were. This also needed to be someone who would stay on.

To attract the right hire, Evolve offered above-market rates. This would mean their first hire outearned them.

But trusting the process, they took a chance and hired Maria in Nov 2020, and that's when they began to see real change.

RECAP:

- The owner knew what needed to be done but didn't know how to get there.
- They believe in paying above market rate, which meant they needed to take a pay cut.
- As a business focused on Indigenous Cultural Awareness training, they needed someone as passionate about reconciliation as they were.

SOLUTION

1. We started by working on goals.
2. We paid special attention to Project Management. We created an Asana board and broke down what needed to be done daily, weekly, monthly, and which were recurring projects.
3. We slowly built a team. We first hired a marketing coordinator in November 2020. Then, around March 2021, when marketing was doing really well, we brought on another VA and expanded the team. With big increases in demand, we brought on a sales manager in July 2021 and an administrative VA in April 2022.
4. We looked at processes and what channels we wanted to use to grow Aunty Munya's and Carla's influence. It soon became clear that Aunty Munya was having a lot of success in the market. As an Aboriginal Elder and barrister, she had more influence than Carla. She was also wickedly funny, likable, and easier to trust. So we doubled down our efforts to build her authority.



5. We devised a content strategy that focused on LinkedIn, Instagram, and SEO. We agreed to post regular LinkedIn and Instagram content, one monthly email newsletter, and one blog article. Our social media team gave Evolve access to Loomly and taught them how to use a content calendar.
6. We talked about video creation and what the Evolve team needed to cover in each video they filmed, for example, what, how, and why. We also looked at how we could repurpose content for LinkedIn.
7. We went on a connection strategy on LinkedIn, switching from using a company page to Auntie Munya and Carla, because personal accounts outperform company accounts.
8. We moved Evolve to Ontraport for their marketing and sales CRM and bulked out their evergreen sales sequences.
9. We made sure their opt-in sequences were all over the website. We also updated the website so that we were asking people to self-identify. By separating the customer journeys, we could direct B2B and B2C leads to tailored sales pages. And we created plans for multiple companies 5 - 50, 50 - 100, 100+
10. We moved everything to Kajabi because it looked much cleaner and more modern. This opened their B2B product to a B2C audience, helping them expand their audience.
11. We created a diversity quiz and downloadable Indigenous calendar that has performed really well for us. We will maximize the power of their book [Practical Reconciliation: Strengthening Relationships For All Australians In Seven Steps](#) for PR.
12. We hooked them up with High Voltage SEO and started doing intense SEO. The results equaled 84% growth in impressions.
13. We helped Evolve create different sales scripts and bulk out their sales CRM.
14. We realized that once someone worked with Evolve and fulfilled their duty, they would essentially close the chapter on Indigenous Awareness Training. Our goal was to figure out how we could entice people to come back and make training ongoing instead of a once-off process. So we started by looking at their product suite. And that's when we came up with the idea for an Ally Accreditation Program, a certification for personal growth. We also began to take that a step further and offer certifications for becoming assistant facilitators and facilitators, both professional certifications. It's going to change the way Carla and Auntie Munya do business.



RECAP:

- We identified quarterly goals and worked on solving them one at a time.
- We built out a solid content strategy:
 - Email - We created an 8-series welcome sequence for the lead magnet and website opt-in and an 8-series sales sequence for sales channels PLUS 1 newsletter a month
 - Content Marketing - We create one article per month and one small reshared video a week.
 - Social - We post 3x LinkedIn posts per week (one video), 3x Facebook posts (repurposed), and 1x YouTube video per week (repurposed from LinkedIn).
- We leveraged Aunty Munya's popularity and saw massive wins.
 - We created the Ask Aunty session, and she's now a LinkedIn influencer.
 - She began appearing on podcasts and growing her influence
- We reviewed pricing to account for inflation and new offerings.
- We identified potential new products and have begun to build these out.
- We're doing evergreen webinars and seeing a ton of opt-in successes.

BENEFIT

Evolve now has all its systems and processes up and running, allowing Carla and Aunty Munya to work on its business rather than in it.

By bulking out the product suite, we're able to scale revenue without drawing on more of Carla and Aunty Munya's time.

Their sales pipeline is full, and there is a waiting list of companies wishing to complete their Indigenous Awareness Cultural Awareness Training.

We can now focus on PR. The team is busy pursuing a heavy speaking tour, and we're getting a ton of interest. Instead of steering the operational side of the business, Carla and Aunty Munya can focus on building their IP and delivering their Indigenous Cultural Awareness lectures at scale.

"The book was a pivotal moment in our business and life. 2 years down the track, we've got great systems, and we've grown from two to a team. Allan's team provides exceptional customer service." - Carla Rogers

RESULT

Evolve grew from a team of two (Carla and Aunty Munya), to a team of six.



Revenue quadrupled in two years, growing from \$200,000 to almost \$800,000. [NB; 2 years later, we are on track to hit 1.8million]

During their growth period, Australia was really struggling to vaccinate Indigenous cultures. So we used this as an opportunity to educate, turning the idea of cultural reconciliation into a public health discourse.

As marketing took off, the demand for in-person meetings grew too great for Carla and Aunty Munya to manage.

That's when we came up with the idea for an Ally Accreditation Program in diversity. This program would allow Carla and Aunty Munya to step back from delivering the training in person.

It's a 3-tier program.

By completing the program, you can become an assistant facilitator or facilitator. In this role, you can use Evolve's marketing, sales, and operations to deliver the training. As part of the program, Evolve trains you, pays you, and gives you places to teach their process.

In the graduate program you can purchase a license to deliver Evolve products. The license allows you to use all of Evolve's frameworks and IP, but you do all the marketing and sales. This ensures that we have people who will spread the Evolve name without Evolve having to do anything.

"Thanks Anna, you are just amazing. Our team adores you. I feel like we are becoming a business. This has been a slow burn. I started Evolve in 2005 but we didn't come full circle until 2016. I never saw how it would come together. I was told ultimately you need to have directors, a CEO, a head of marketing, head of operations, I could never see it happening. And now I think maybe in another year we will need that. I think we are going to 800K in sales. And I think we could do 1 mil next year." - Carla Rogers

TAKEAWAYS:

- Trust the process. It can take up to six months to begin seeing returns. But if you trust the process and make the changes we advise, you will see an ROI and growth.
- You can't do everything at once. We'll help you prioritize what can be done and what fits in with your budget. For example, after each meeting the Evolve team would review things with their accountant and see what they could afford.



- We hold you accountable. It's the best way to get results. For example, we track the Evolve team intensely, and if we notice projects getting jammed up and deadlines not being met, we'll approach them to ask how we can help.
- Be willing to attack your goals. Carla's team is relentless. They've been in fifth gear for two years, and it's paid off. As a result, they'll be able to slow down and still maintain momentum.
- Be open to holding off on certain products if they don't fit in with the big picture. Evolve wanted to release their dreamtime course. It's ready to launch from an operational standpoint, but it didn't hit the market or act as a nice funnel into current marketing activities. We advised them to delay the launch in favor of creating products the market needed now. We will launch it someday, just not now.