



**HOW KERRY UNLOCKED
A PROFITABLE,
SCALABLE, SUSTAINABLE
BUSINESS AND GOT HER
LIFE BACK.**



*I finally felt able
and ready to create
a business that
actually worked for
the lifestyle that I
wanted.*



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KERRY CAMPION DE SANTIAGO

Founder, God Save The SERP

"Your B2B Startup + the Perfect SEO Copywriting Agency = more inbound traffic that actually converts into pipeline"

Kerry is the founder of SEO copywriting agency God Save The Serp, an SEO content marketing strategist and copywriter (when she's growing my own SaaS company in the Edtech space).

Irish born and bred, but living in Spain since 2015. She's also one of those rare breeds of extroverted writers.

When Kerry is not knee deep in keyword analysis and writing copy you'll find her wandering the woods with her German Shepherd, Kira.

Since launching God Save the Serp in 2020, Kerry Champion knew she wanted to build something bigger than a freelance business. She wanted a brand. “I needed to make that happen,” Kerry says, “but I also needed guidance to solidify where I wanted to go.”

“There’s always lots of ideas and directions you can go. Then, there are so many ways you can achieve that, so choosing the right road to take is really difficult.”

In the absence of a clear direction or plan, Kerry simply did it all.

But in late 2022, two years into her business, Kerry found herself on the road to burnout. God Save The Serp continued to grow but Kerry did all the day-to-day work of delivering input heavy offers herself, she’d created a successful course for copywriters and was balancing the demands of a young family.

On top of all that, Kerry was co-founding a second business, a start-up SAAS company in the language learning space, an area she’d always been incredibly passionate about.

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“I felt like I could either be good at work but a bad mother and wife, or I could be a good mother but let my business suffer. I was always having to ask, ‘what will I be good at today?’ I was sick of making these tradeoffs, something had to change.”

Kerry decided 2023 was the year she was going to make those changes happen. Enter the CEO Catalyst, a 6-month mastermind for copywriters who are committed to stepping into a bigger space and better life.

When Belinda Weaver opened the doors to her mastermind promising to ‘ignite your potential and help you become the CEO your business needs’, Kerry knew it was the right time and the right program for her.

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“I’ve always credited Belinda and her amazing guidance for making this career even possible for me. So, it was just so natural that she would be the person to help me go to the next stage.”

Creating a roadmap

Kerry’s first step was clarifying her vision and planning how to get there, “I’m very anti-woo, but we all need a little bit of vision. Belinda is so down-to-earth, she strikes a good balance between woo and practical.”

“The idea of the roadmap is thinking of your end state and working backwards. That’s what made it clear to me that I wasn’t sure where I was going, which is really important because if you don’t know where you’re going, well, then you don’t know how to get there.”

Completing her roadmap was an important milestone for Kerry and represented a big mindset shift, “That’s when the puzzle pieces started fitting together,” she explains.

But the CEO Catalyst mastermind isn’t just about building a thriving business. “What I liked about it is that it’s not just work, it’s your whole life. When I focused on that [bigger picture] it became so much easier. Your work enables a certain lifestyle, that’s the end state, the work isn’t an end in and of itself.”

CEO-level coaching

“What I like about Belinda's style is it’s literally the definition of coaching that very few people do properly. She asks you the questions that help you decide what to do, she's not dictating. It’s a process of self-discovery.”

Peer support

“I’ve always kind of resisted the peer group support aspect of programs in favour of having access to the expert. But I think as I’ve matured on my journey I now appreciate it more. People might not fully appreciate it until they get the right kind of support but because it was a small group it was very concentrated, personalised feedback from peers working at a similar level.”



“I finally felt able and ready to create a business that actually worked for the lifestyle that I wanted.”

Doing the work

Guided by her roadmap and with the support of Belinda as well as her program peers in the CEO Catalyst program, Kerry executed some serious changes in her business during the 6-month mastermind:

- Refined her target market to focus on SAAS companies and phasing out poor fit clients
- Launched new rebranded website and new newsletter
- Redesign her portfolio to attract right-fit clients
- Developed a quarterly content launch cycle, made it evergreen and put it on autopilot
- Discontinued her profitable yet stressful and time consuming course
- Built CEO habits of regular business and financial reviews
- Onboarded two writing staff
- Designed a staff culture that reflects a healthy work/life balance mindset
- Outsourced design and development of new marketing funnel assets
- Restructured the business to account for the European summer down time



“I want to emphasise, I don't work that many hours, I really don't. And I've still managed to do all this, which does kind of blow my mind. It didn't feel like that much work. I didn't have to hustle, it was all at a very chill, manageable pace.”

Results

Despite paying for additional team members and funding a rebrand all while investing in the CEO Catalyst, Kerry still hit her highest ever revenue month ever on the tail of two back to back record revenue months during the program.

Overall profitability during this time was also maintained, with the exception of one month where that profit was plowed back into the business to cover designer and developer costs.



“Because of the changes I’ve made and the amazing support I’ve brought on board, the future of my business looks very different now.”

- 36% increase in revenue over 8 month period compared to 2022
- 20% increase in target client conversions
- Gained 20 hours a month after letting go of a low price point retainer client and created more space for better-fit clients

Even more importantly to Kerry, the changes made resulted in freeing up precious family time and gave her the ability to confidently take time off when needed. She has unlocked the ability to scale without the mental load and without sacrificing her lifestyle, all while working less and making more money.



“That’s the big benefit of when you get your focus back, that’s really when you get your time and life back as well.”

ARE YOU READY TO SPARK THE NEXT ITERATION OF YOUR BUSINESSES?

The CEO Catalyst is a 6-month mastermind for copywriters committed to stepping into a bigger space and better life.

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