



FROM SLUMP TO STABLE TO SCALE:

HOW KRISTA NAVIGATED FREELANCER UNCERTAINTY AND BUILT A THRIVING MARKETING AGENCY



I've made more progress in this Mastermind than in any other group program I've been a part of.



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KRISTA WALSH

Founder, Krista Walsh Copywriter

LET'S TURN YOUR "WELL, IT EXISTS" WEBSITE INTO A POWERFUL SALES TOOL

Krista is the founder of the website strategy and copywriting agency, Krista Walsh Copywriter. She works with founders and CEOs of growing service-based businesses.

Originally from a small city in north Georgia, she currently lives in Los Angeles, California, with a 100lb rescued Pitbull/Great Dane named Bobby Socks. She is writing a mystery novel in her spare time (no, she won't tell you how it ends!).

Lack of clarity and fear of uncertainty

In 2022, Krista Walsh faced a critical choice. She knew her business dreams were big and her drive was strong. But a clear plan was missing — a roadmap to take her forward.

She worked as a freelance copywriter, but deep down she nurtured the dream of running her own marketing agency. But she was too afraid to take risks and rock the boat.

"I was always wondering if I was doing things right," she admits. "So, I ended up doing little. I didn't want to ruin what was working okay."

Add to that, a rough start to 2023 from a revenue perspective. Her business was dealt a hard blow in the last quarter of 2022 due to a lack of marketing efforts combined with the economic downturn. This resulted in a difficult start to 2023, with revenues dropping below her monthly average.

The worry kept her focused on the short-term. It blocked her view of her larger, more holistic targets. She tried keeping her goals manageable, aiming to make a consistent \$12,000 a month.

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"I had this hang up around it being the 'right' or 'wrong' move. So I just would not do anything and keep going month to month. My decisions were based on this month or the next, or maybe the next six, but never beyond that."

But Krista knew she was in a pattern of short-term thinking and it was holding her back from her bigger goals. She recognized that her focus was too narrow, tied to the immediate, and it was time to look further ahead to reach the goals she truly aimed for.

The CEO Catalyst

Krista first met Belinda in 2017 when she was looking for a copywriting course.

She joined Belinda's Copywriting Masterclass and found it super helpful. Krista then joined the Confident Copywriting membership in 2019 to access ongoing resources and coaching on creating a successful copywriting business.

"I just remember feeling like Belinda was a non-scary person to turn to for real vulnerable questions like, 'How do I handle this client?' Or like, 'Oh, I missed a deadline. How do I handle that?' A lot of the (other) bigger mentors out there intimidated me because I felt like their vibe was very tough love and very get your ass in gear. And that never has worked for me because I get scared and shut down. So I just remember feeling really supported."

Incisive, warm, collaborative, encouraging, and clear—these are the words Krista used to describe Belinda.

That's why it was an easy choice when Belinda's message about the CEO Catalyst came in late 2022.

She worried her freelancer status meant that she wasn't elite enough for this type of a group. She also thought about the financial aspects. "Is it worth it to invest in something intangible like a Mastermind group?"

But in the end, her faith in Belinda triumphed. "I trust Belinda. I knew she wouldn't just give me a one-size-fits-all solution. And the fact that it was a small group of copywriters made it even better."

The benefit of a holistic marketing audit

The marketing audit phase of the Mastermind played a crucial role for Krista, laying out the entire landscape of her business, helping her identify the aspects that were not aligned with her goals.

Krista says it was an "eye-opener" that helped her see the big picture and understand what needed to be optimized.

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"Belinda clarified vague questions and worries I've had rolling around in my mind for YEARS in one hour. I think it went beyond just 'marketing' actually. More like a holistic business audit with how she analyzed my services structure and everything."

A unique blend of consulting and coaching

For Krista, one of the standout features of the Mastermind has been the direct access to Belinda who provides a tangible sense of mentorship and support.

“It’s not like any regular program or course. It’s like having Belinda as a mentor, engaged and responsive.” Krista explains.

She emphasizes the balanced approach of consulting and coaching that Belinda provides. It’s not just about introspection and asking questions; it’s also about receiving practical advice based on experience.

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“It’s this perfect mix of consulting and coaching. Belinda helps me to think, but she also gets specific and provides tangible steps and strategies when I need them. It’s this blend that helps to avoid the trap of vagueness that many programs fall into, providing both mindset support and concrete advice.”

The power of a focused group cohort

The group cohort added another rich layer of value to Krista’s experience. It’s a small size of advanced copywriters which ensures that the interactions are elevated and not stuck on the basics.

Doing the work

Krista's journey through the program began in January 2023 and she's been an active participant ever since.

She completed the six month Mastermind and found it so beneficial that she'd enrolled for the second time and is still a part of it.

"I've gotten so much value from the first six months, that I wanted to continue as I keep refining and testing and figuring out how to build a proper, sustainable business around my services vs. kinda just winging it like I have for the past 4 years.

I had a goal to hit \$12k/months, and I didn't get there, but now I know WHY and have a plan to get there/ know what it actually takes. Before, I would make revenue goals and kinda just hope to get there randomly.

I feel like I'm on the cusp of creating more of a marketing engine around the types of clients I want, and I want mindset and execution support/accountability to follow through. When I have no one to ask for advice, I end up backing down on decisions due to fears, etc, and this holds me back!"

Results

Krista's long-term dream is coming true.

She turned her copywriting business into a full-service agency, a process that has significantly changed her professional trajectory.

Since 2021, she nurtured this dream, but it didn't become a reality until she joined the Mastermind program.

"I had a lot of doubts about whether I could really do this and if it was what I wanted. It seemed very challenging, and I wondered if there might be a different path for me. But the CEO Catalyst Mastermind program, with its practical exercises and success stories from others who have built their own agencies, gave me the support I needed. It provided a space where I could be myself and get help tailored to my journey, instead of being forced down a set path."

Her experience in the program was about finding a space to refine her ideas and transform her self-doubt into action. Belinda played a crucial role in this, offering both support and practical advice to help adjust Krista's strategies as needed. Seeing her peers in the Mastermind achieve their goals also motivated Krista to move beyond freelancing and embrace a mindset of growth and innovation.

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"I'm most proud of getting clear about my positioning, target clients, and messaging — I devoted a LOT of time to this foundational work for my biz (which I used to do just for others), and now that I'm executing it, I feel more energized and focused."

Key achievements

In just six months, Krista's business has achieved a lot. Some of her notable accomplishments were:

- Developing and implementing a value ladder of services, which made her promotions simpler and laid the foundation for larger client projects.
- Maintaining her post slump revenue range (between \$7,000 and \$10,000) even in a slow economy and achieving her highest ever monthly revenue.
- Changing the focus of her newsletter leading to a 20% boost in subscribers in 1.5 months.
- Introducing website strategy sessions, which serve as a paid introduction to her services and lead to larger projects.
- Giving shape to her agency with a growing team and solid foundational work in place.

But her biggest achievement is perhaps how the Mastermind changed her perspective for her business and her life.



"I began to see the bigger picture and create a long-term vision for my business. I'm moving away from doing all the work myself to managing the business, which is something I've grown to love. But I've transformed not just my business but also myself. I'm not stuck in fear and confusion anymore. I'm happier, more energized, more effective in my work, and better at communicating. I have a clear direction and a plan, and the community in the Mastermind has been crucial to this journey."

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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