



*“When you have big goals and need to make big moves, you need other brains that can think big with you.”*





[mettleandtonic.com](http://mettleandtonic.com)



[@mettleandtonicco](https://www.instagram.com/mettleandtonicco)



[linkedin.com/in/cassiepaton/](https://www.linkedin.com/in/cassiepaton/)

# CASSIE PATON

Mettle & Tonic

***"COPYWRITING & BRAND MESSAGING FOR GUTSY ENTREPRENEURS"***

Cassie Paton is the copywriter and brand messaging strategist behind Mettle & Tonic. She helps gutsy entrepreneurs stand out from the sea of same-old and confidently attract more perfect-fit prospects for a business that feeds their joy.

Using her TONIC© framework, she helps business owners uncover their secret ingredient, distill their message, and craft seriously potent copy.

Founded in 2021, Cassie's copywriting business Mettle & Tonic had almost hit the coveted 6-figure revenue milestone in her first full calendar year of operation. But it wasn't exactly the dream she'd been sold by all the copywriting business "gurus".

*"It was exciting to have gotten to that point I had dreamed of. I hit this really awesome sounding number but I was exhausted, feeling very much spread thin and overworked."*

Cassie loves her business and didn't want to change the type of people she worked with, or even the type of copywriting services she offered.

Her question was how to get to the next level without burning the candle at both ends when there's only so many hours in any day?

“

"I needed help deciding which of those routes to focus on that would be aligned with my goals and my values and my energy."

## The CEO Catalyst

Cassie's big goals for her already successful small business were to streamline her current offers to make space for more profitable and less time intensive ones, grow her annual revenue to 150k, and stamp her mark as an expert messaging strategist on the industry. All while enjoying more travel and more time with her family.

To ignite her potential and become the CEO her business needed, Cassie joined the founding cohort of Belinda Weaver's mastermind, the CEO Catalyst.

“

“If you consider yourself to be ambitious, if you've got goals and want to create your dream business and life, then you need support.”

## **Intimate, high-calibre community**

Stepping up alongside her fellow CEO Catalyst members, Cassie quickly realised she needed to get comfortable in a room where she “felt a bit intimidated.”

“When I first joined the mastermind, I saw other recognizable names in there and I just assumed they were lightyears ahead of me, like they're the real deal and I'm not. Then, I got to know them and it's like, oh, they're real people.”

## **Detailed Marketing Audit**

“The initial marketing audit was wonderful. That was Belinda's big deliverable at the very beginning of the program where she went through all of our stuff. She did a long live video, and shared [a report with] what she saw us doing really well, things we might consider as quick actions, and a bullet point list of detailed marketing actions.”

## Walking the CEO Path

Starting with her future goals and working her way back gave Cassie not only a roadmap towards her goals, but a clearer view of her capacity and how her business and life goals all fit together. Even though walking that path was sometimes challenging.

*"One of the biggest realisations I had is sometimes you have to spiral around the thing that you're learning. In my conversations with Belinda she would say when you spiral toward the centre of something, you get closer and closer each time to learning the lesson, essentially."*

And the same concept is true of improving your systems, or improving your offers or strengthening your marketing. You're constantly cycling or spiralling toward this sort of new iteration."

“

"You're going to grow and evolve, and then you're going to revisit it, because now you've realised something else can be better or needs to happen".

"That cyclical concept has been one thing that has really stayed with me during the CEO Catalyst and helps me internalise some of the lessons."



## Cassie's BIG wins

A massive item on Cassie's list was revitalising her offer suite and funnel. That was her key to gaining more time for the life she wanted while still growing a profitable business.

Being part of the CEO Catalyst helped Cassie zoom out and look at the whole puzzle and not get lost in the details.

*"The goal that I had set initially was to create and launch a new messaging strategy offer. I did that and got that out into the world. It was by my criteria, a successful launch. I was really pleased with it. It was also one of the first times I did a proper launch for myself as I tend to pull my punches sometimes when it's for myself and not a client. So that was a huge win."*

“

I feel a lot more focused on what this is driving toward. I'm more strict with boundaries and things I agree to in terms of collaborations, requests for favours or opportunities. I'm more intentional with my actions, week to week because I only have so many hours and so much energy."

"The client work is always going to be there, but I'm carving out time for CEO type activities"

## Business evolution

Cassie found the CEO Catalyst so valuable to the evolution of her business that she has signed up for a second cohort. "I got a lot done, but I wasn't done," she explains, "I believe that coaching is always a worthwhile investment. I don't see it as something that I'll just be finished with one day."

*"It's a big investment and I get that, but it's one that's worth it."*

In this round of the CEO Catalyst, Cassie's been mulling over another offer. Taking her time to intentionally map it out and bringing Belinda in for her perspective. She's in the thick of that right now and expects to launch it by the end of this current cohort, "I'm excited that this will be my first truly leveraged offer," Cassie says.

“

"It's your systems, your offer suite, your funnel, your mindset and your boundaries. That's a lot of stuff to figure out and I don't know anyone who's done all of that alone. Anyone who says they have is full of it."

*"You have to be willing to take some risks to put yourself out there. To be in a room where you may feel a little bit intimidated."*

# 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.

**APPLY AT**  
[copywritematters.com/ceo-catalyst/](https://copywritematters.com/ceo-catalyst/)