



THE INDEPENDENT CLINICIAN:

How Laura Meyer helped Jena Castro-Casbon **build a multi-million dollar marketing strategy, guide her best customers through an intentional journey, boost her profits, and expand her impact**—all via her life’s work.

CASE STUDY: MULTI-MILLION DOLLAR MARKETING STRATEGY

JENA H. CASTRO-CASBON

MS, CCC-SLP, PRIVATE-PRACTICE CONSULTANT



Jena H. Castro-Casbon is an MS, CCC-SLP, and a private-practice consultant. Through her company, The Independent Clinician, Jena has helped thousands of speech therapists start, nurture, and grow their own successful private practices.

Jena began her business in 2008 with eBooks and online courses, but was ready to expand. Over the years, she had enrolled in dozens of programs to discover ways to amplify her brand and help speech pathologists like her find freedom by establishing their own practices and found quite a bit of success.

But what Jena found? All of these courses and programs were perfect to build her company up to a certain level. However, once she reached a certain level, she found that she didn't quite know what to do next, even though she was following the advice and wisdom of all of these programs. She had outgrown and outpaced her guides.

As Jena explained, there were plenty of courses out there showing her how to make six figures as a consultant. After that? She shared, "It's a little lonely." There wasn't as much guidance to know what steps to take next or how to market her brand at the new level at which she was performing. Not very many people reach Jena's level, so there are fewer mentors or coaches available to help plan the road ahead. Jena admitted, "Once you cross that million-dollar bridge, it takes someone who understands that to help you grow."



Gaining Clarity

When Jena met Laura Meyer, she knew something was different.

“RIGHT AWAY I KNEW THAT SHE WAS TALKING TO ME BECAUSE SHE WAS TALKING ABOUT HOW SHE EXCLUSIVELY HELPS PEOPLE WHO ARE SCALING UP FROM A MILLION DOLLARS A YEAR...SHE WAS MEETING ME EXACTLY WHERE I WAS.”

Jena had already spent time curating exceptional content. Her students had a stellar product and useful, fulfilling courses. She had already employed the support of a great Director of Operations who helped her ensure that all of the logistics of her business were in order; that her clients were getting all of the tools they needed quickly and easily, and that all of her tech solutions were up to par and working properly.

But she needed clarity on what to do next with her *business*.

Jena asked Laura for guidance on what should come next. She was in search of a few answers, including where to place her efforts, and which milestones and benchmarks she should set for her brand. She also wanted a set of experienced eyes—eyes with a finely-tuned marketing lens—to know where to focus her marketing resources:

- + *What kinds of promotions would be most effective*
- + *How to reach the right audience*
- + *What steps to take to reach her desired business goals*

What Jena wanted was for Laura to help her prioritize. She wanted to be able to narrow in her efforts on the things that would make the most impact. This way, Jena not only could help more speech pathologists create their own futures, but she could also have more free time for the things in her life that matter most. Instead of having to devote hours and hours to do *all* of the things, she could make the most of her time by working *smarter*.



Exemplary Results

Jena was truly the epitome of a client. Just a few weeks out from a brand new, major challenge launch offering, she began working with Laura who offered advice and suggested a few changes right away. Ever the action-taker, Jena implemented these changes right away, shocking the Laura Meyer team at how fast she would move.

As a result?

JENA CREATED THE PERFECT ENVIRONMENT FOR HER NEW LAUNCH TO FLOURISH AND SAW A 97% INCREASE IN SALES AND HER FIRST-EVER SIX-FIGURE LAUNCH.

For Jena, this not only was a significant milestone in the trajectory of her business, but it also meant more lives were impacted and more people reached than ever before.

Since working with Laura Meyer, Jena has hit *several* momentous milestones:

- + *Crossing the million-dollar threshold in one year; from May 2020 to May 2021*
- + *Earning her company \$1 million within a single calendar year in 2021 (a feat that Jena accomplished during the third quarter of the year)*
- + *The very real possibility of doubling her 2020 revenue by the end of 2021, with an estimated total yearly revenue of \$1.5 million*

Through Jena and Laura's fourth-quarter planning and insights looking ahead to 2022, Jena also feels it's totally realistic that she will double her revenue again in 2022. This is a feat that Jena achieved several years in a row, but doubted was feasible at such a high-performing level. Doubling her revenue *again* in 2022 used to seem impossible. But now? "I now see the path to get to my goals."



A Strong Outlook

By pinpointing Jena's goals and using marketing metrics, Laura and Jena have created the perfect conditions for the company to thrive. This is the very reason that Jena chose Laura Meyer to elevate her company and help expand her reach; Laura's experience working with people at her level and beyond.

She explained, "When you're trying to get to a certain level, it makes sense to work with people who have helped other people get to that level, but once you get to the next level, you really need to be with people who are experienced not only in getting themselves to that level but in helping other people get there."

SHE CONTINUED. "INVEST IN LAURA BECAUSE WHAT YOU'RE INVESTING IS NOT ONLY THE TIME THAT YOU SPEND WORKING WITH HER, BUT IT'S ALL OF HER EXPERIENCE PERSONALLY WORKING WITH OTHER MULTI-MILLION DOLLAR CEOS."

This is what independent, high-performing CEO's deserve; someone who has experience and can be another set of eyes. Someone who sees the existing possibilities in your business and helps you make the most of them. *That's* when it truly becomes possible for business owners to double their business year after year.

Jena and Laura's collaboration isn't only an important step for her career and her family. The impact is substantial. As Jena shared, The Independent Clinician's step forward also means that Jena can help more speech pathologists, as well as the children they work with *and* their families. It means she can donate more money to charity and support more local businesses and have an even greater impact than she ever imagined.

**COMPLIMENTARY GROWTH STRATEGY CALL
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