

CASE STUDY

How Angela Zeballos doubled her turnover after boosting her confidence with mgcoach



az.design helps small to medium-sized businesses review and refresh their brand identity.

Here, founder Angela Zeballos, shares how coaching from mgcoach's Margaret Guillen enabled her to overcome a deliberating fear of public speaking, bring in new clients, and double her turnover.

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Meeting Margaret was a transformational moment in my life. I didn't really have that much money to invest, but I realised I needed someone with whom I could have a professional relationship, who would hold me accountable, and help me face my fears."

CHALLENGE

How to build confidence to network effectively and bring in new clients

When Angela Zeballos started her graphic design business, she was confident about her creative expertise, but terrified of public speaking.

This lack of self-confidence made attracting clients seem impossible. The breakdown of her relationship and the loss of her step-father who had been a key confidant and advisor, further undermined her self-belief.

"My clients came in ad-hoc from contacts, family and friends. I'd never actively gone out looking for work. I knew I needed to start networking, but I'm an introvert, it was daunting to walk into a room with people I didn't know and sell to them. The thought of even doing the one minute pitch literally filled me with fear. My heart would race as it built up to my turn and I would feel physically sick."

If she was going to bring in consistent income and grow her business, Angela realised something had to change. She needed to build self-confidence so she could communicate effectively with potential clients.

SOLUTION

Accountability and support to clarify her service and communicate it confidently

Angela booked a 6-week coaching programme with Margaret which she later followed up with monthly meetings.

At first, they focused on building her self-confidence. Together they explored the feelings behind Angela's fear of public speaking and strategies for moving forward.

Next, they practiced the one-minute pitch until, bit by bit, Angela's confidence grew. After successfully delivering this pitch at networking events, Margaret encouraged Angela to do 10-minute talks.

"When I think about how scared I was about public speaking, it doesn't seem like me. When I did my second talk, I just nailed it. The reaction in the room was amazing, I was buzzing. I realised I didn't have any problems with public speaking any more. Eventually, I became chair of the whole meeting. This would have been inconceivable two, three years before."

Margaret also helped Angela clarify her service and create a marketing and sales strategy.

This included:

1. Defining the problem Angela solves for her clients, how she helps, and the results they get. This became a package she sold to her ideal clients.
2. Creating a strategy for blog posts, SEO and email marketing so Angela could communicate her offer with clarity.
3. Building confidence about sales. Margaret provided a framework for the sales call, and together they practiced sales conversations.

It's turned around my whole perspective of me. Now I feel capable, as opposed to the negative feelings I used to have that were perpetuated by old work colleagues, or exes, or even family members. Once you target, challenge, and reassess those feelings, everything changes. You have the confidence to stand up in a room and say, 'I deserve to be here, I'm comfortable and I can help you.'"



RESULTS

Flourishing business, turnover doubled, networking success, and new-found confidence

Within 6 weeks, Angela made back her investment in coaching. Within 3 years, she doubled her turnover, became a limited VAT-registered company, and brought in 40% of her projects from networking.

The most important transformation was her increased self-confidence.

"Bit by bit, I moved ahead. The biggest change was growing the confidence to stand up in a room and clearly explain what I do. That's the thing that brought the clients in more than anything else."

What did Angela like most about working with Margaret?



What sets her apart from other coaches is her ability to help you achieve balance. To look at what's important to you personally and what you need professionally. Other coaches specialise in specific areas whereas Margaret offers a fully rounded approach.

Margaret left me with the mindset that I must step out of my comfort zone, because I now know what happens when I do. If I hadn't taken the leap, I wouldn't be here now. It really was the best investment I could have made for myself and my business."

Do you need help creating the business and the life you want?

Remove doubts and achieve your goals.

