



— CLIENT CASE STUDY —

How a Social Media Agency Owner Stopped Giving Away Her Brilliance *and Turned a \$60,000 Annual Contract Into a \$413,000 Contract*

FROM
\$60K → TO
\$413K

One existing client. One advisory offer. A \$350,000 expansion.

THE EXPERT IN YOU® ELEVATION ACCELERATOR™

Engineer. Elevate. Expand.



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Client	Social Media & Content Agency Owner
Business Model at Start	Done-for-you social media management and content services
How We Connected	Ann was a guest on her podcast
Core Challenge	Growing meant adding team and overhead. The ceiling felt fixed.
Key Result	A \$60,000 annual client grown into a \$413,000 contract
Time to First Result	Shortly after the advisory offer was engineered and positioned

The Starting Point

She had built a legitimate, successful agency. Her team managed social media content and digital presence for companies: good recurring clients, steady revenue, a real business with real momentum.

But scaling felt like a trap. Every new client meant more team. More team meant more overhead, more management, more complexity. She had tried building a course to create leverage without adding headcount, but it quickly became its own separate business to run. That wasn't the answer either.

She was good at what she did. Her clients valued her. But she could feel the ceiling, and she wasn't sure how to break through it without making her business harder than it already was.

And every single day, without knowing it, she was giving away her most valuable asset for free.

The Moment Everything Shifted

Ann was a guest on her podcast. During the conversation, Ann talked about something that stopped her cold: how many experts give away their brilliance to land clients for their core service or to add value in conversations. They share strategy, insight and deep expertise freely, as a bonus, as a relationship builder, as a way to prove their worth.

The problem isn't the generosity. The problem is that the expertise being given away is often worth far more than the service being sold. It can be packaged, positioned and sold as a premium advisory engagement, one that doesn't carry the full delivery burden of the core service.

She felt like Ann was speaking directly to her.

It was like a lightbulb went on. Everything Ann described, she was doing every single day: giving away the thinking, the strategy and the insight just to keep clients happy or land the next project. She didn't realize what it was actually worth.

After the podcast she reached out. They began working together immediately.

What We Built Together

Engineer: The Advisory Offer

The first and most important step was identifying and packaging the expertise she had been giving away. Not her social media management service. Not her content production. The strategic thinking, the insight and the advisory layer that sat above all of it, which her clients were already benefiting from without paying for it.

Together they built a \$52,000 advisory offer. This wasn't a productized service with a delivery team behind it. It was her expertise, her thinking and her strategic guidance, packaged as a premium engagement that reflected what it was actually worth.

They engineered the messaging and positioning for the offer from scratch: how to describe it, how to present it, how to have the conversation with the right kind of client, and how to make the value obvious to anyone who encountered it.

Elevate: Authority, Positioning and Influence

Closing a \$52,000 advisory offer requires showing up at a completely different level than a done-for-you social media service. The market needed to see her differently: not as an agency owner who manages content, but as a strategic authority whose thinking is worth a premium. Influence is currency, and she needed to be seen, chosen and paid at a higher level.

Her positioning was elevated across every touchpoint. Her website was rebuilt to reflect her expertise and authority, her LinkedIn was repositioned to communicate her value at the right level, and her overall market presence was elevated to match the caliber of client she was now pursuing.

To build her influence in the advisory space, she was featured in Expert In You® Magazine and on the Expert In You® Podcast, in an episode designed to showcase her expertise and introduce her advisory offer to the right audience.

These weren't one-time tactics. They were compounding credibility assets that continue to work for her, establishing her as the obvious choice in her space long after the initial engagement.

Engineer: The Sales Conversation

Once the offer was built and the positioning was in place, the next step was identifying the right first conversation. Ann asked her a simple question: did she have an existing client or someone in her network who could be the right fit for this advisory offer?

She did. A client she already had a strong relationship with, worth \$60,000 a year to her agency. Someone who already knew her, trusted her, and had been benefiting from her strategic thinking without realizing how much value was sitting there.

Ann worked with her on exactly how to approach that conversation: how to introduce the advisory offer, how to frame the value, and how to have the conversation in a way that felt natural and true to the relationship they already had.

Expand: The Result

They said yes immediately.

\$52,000 advisory offer. Closed. From an existing \$60,000-a-year client.

But that was only the beginning.

As she began working with this client in her new advisory role, something remarkable happened. The client started to see, really see, the depth of what she knew. The strategic thinking. The expertise. The insight that went far beyond social media management.

They hadn't realized how much she knew. And once they did, they had a question for her.

"Would you be willing to take over what our current marketing team is doing?"

This wasn't a small ask. It was a significant expansion of the relationship: work that required her team and her capabilities, and work she was fully equipped to deliver. She said yes.

Total Contract Value

\$413,000

From a \$60,000 annual client: \$52,000 Advisory Offer + \$350,000 Expanded Engagement + Additional Agency Work

And here's what makes this result extraordinary beyond the number.

The \$350,000 expansion didn't come from a new prospect, a marketing campaign or cold outreach. It came from a \$60,000-a-year client she already had. A relationship that already existed. Business that was already right there, waiting to be captured.

She just didn't know it existed until she heard Ann talk about it.

Why It Worked: Engineer. Elevate. Expand.

1. The Right Offer Was Engineered

The advisory offer didn't exist before. The expertise was always there. It was being given away. The moment it was packaged correctly and priced to reflect its actual value, the right client said yes immediately. The offer wasn't a stretch. It was simply the market finally paying for what had always been there.

2. Her Positioning Was Elevated to Match the Price

A \$52,000 advisory offer requires a presence that communicates premium expertise. The website, the LinkedIn, the magazine feature and the podcast all elevated how the market saw her before the conversation ever started. She looked like someone worth investing in at that level. Because she was.

3. The Sales Conversation Started Warm

The single most important strategic move was going back to an existing relationship rather than chasing new prospects. The trust was already there. The relationship was already strong. All that was missing was the right offer and the right conversation, and both were now in place.

4. The Advisory Seat Expanded the Relationship

This is what makes the advisory model so powerful for agency owners. The advisory engagement didn't replace her existing business. It elevated it. Getting in at the advisory level gave her client a deeper understanding of her capabilities, which led directly to the expanded engagement that fed her agency team. One advisory seat opened the door to a far bigger relationship.

The Bigger Picture

This story isn't just about \$413,000.

It's about what happens when an established expert stops undervaluing her most valuable asset and starts packaging, positioning and selling it at the level it deserves. That is what moving up market looks like.

She didn't need a new business model. She didn't need to start over. She didn't need to grind harder, add more team or build a course that became its own company.

She needed someone to show her what she was already sitting on.

That's what this work is about. Not building something new, but elevating what's already there until the market finally sees, chooses and pays for what has always been true on the inside.

The money was already there.

She just didn't know it existed until she heard Ann talk about it.

ENGINEER. ELEVATE. EXPAND.

ABOUT ANN CARDEN



Ann Carden is an Elite Strategic Growth Advisor and the Founder & CEO of Expert In You®, a strategic business development and influence firm. She helps established experts, firm owners and agency owners move up market and win the higher-caliber clients, bigger contracts and higher revenue their experience has earned but isn't fully commanding yet.

With 15+ years as an advisor, 43+ years in business, 7 businesses built (5 sold, 2 active today) and hundreds of clients across 80+ industries, Ann brings real-world expertise and proven results few advisors can match. She is a 4× author and #1 international bestselling author, speaker, top 10% podcast host and magazine publisher.

Her clients don't just get strategy. They get a trusted strategic partner who sees what they can't see and works closely alongside them to engineer it, elevate it and expand it.

Ready to be seen, chosen and paid at a higher level?

Explore Working Together at [acarden.com](https://www.acarden.com)



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