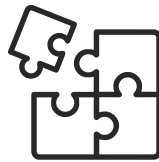


# Harmon Business Consulting Business Transformations

These case studies describe how Harmon Business Consulting has helped clients with overcoming business challenges and with successfully meeting their business goals. Learn more about their business objectives, solutions we developed and implemented, and the results of our work together.



## **BUSINESS OBJECTIVES**



## **SOLUTIONS**



## **OUTCOMES**

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## Event Sales Strategy

Client reached out to Harmon Business Consulting when her training class, which was two weeks away, had very low sales. Social media marketing was not working. Client wanted to cancel the event. By working with Harmon Business Consulting, we develop a sales strategy that resulted in a sold out class.



### OBJECTIVES

Increase sales to make training class a profitable event. This event would also serve as a test for the possibility of hosting future hair training classes as an additional stream of revenue for the business.



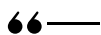
### SOLUTIONS

Facilitated a coaching session focused on where to find her target audience and marketing to them accordingly. Social media was not working so a grassroots outreach initiative was employed. An additional recommendation was to utilize event management platforms such as Eventbrite as a secondary means to reach her target audience.



### OUTCOME/TRANSFORMATON MADE

Following coaching guidance from Harmon Business Consulting, client's class sold out within a week. Client developed relationships and leads for future sales. Proof of concept that hosting future classes as an additional stream of revenue is a viable strategy for the business.



*After brainstorming with Ms. Duckworth, I took her advice and in two days my class was sold out. Having a coach like her helps [me] achieve my goals and gives [me] so much joy. Thank you Harmon Business Consulting.*

*-D'wan Lewis, Empress of Hair*



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## New Feature/PR

Client reached out to Harmon Business Consulting when he was contacted to be featured on NBC Nightly News with Lester Holt - Kids Edition. He was seeking assistance with the best way to make the most of the opportunity to be on a national news platform.



### OBJECTIVES

Develop strategy to raise awareness about resources for youth with Tourette Syndrome, spotlight company and brand, and expand market reach. We also needed to secure a filming location and recruit attendees for the filming of his fitness class/demo targeted towards youth with Tourette Syndrome.



### SOLUTIONS

Facilitated a coaching session focused on developing a message that would emphasize his principles of providing help and hope to individuals (and their families) with Tourette Syndrome. Brainstormed ideas for designing marketing materials and event giveaways. Identified and outreached to locations for the fitness demonstration/class and filming. Developed outreach strategy to recruit class attendees..



### OUTCOME/TRANSFORMATION MADE

Secured filming location and established ongoing relationship with the county parks and recreation for future events. Met minimum class attendance desired by NBC Nightly News feature aired September 2022. One class attended signed up for monthly fitness classes for fall/winter 2022.



*Katrinka is patient and understands me as a differently abled entrepreneur. She brings out the best in you.*

*- Brian To, Tourette Syndrome Leadership Academy*

<https://www.nbcnews.com/video/nightly-news-kids-edition-october-20-2022-151155269524>



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## New Business Acquisition

Client reached out to Harmon Business Consulting when she faced challenges with her new business acquisition. Challenges included increasing revenue and profits, retaining staff, establishing herself as the new owner.



### OBJECTIVES

Identifying strategies to increase revenue and retain profits. Staff retention or new staff recruitment. Understanding employment laws. Establishing herself as the new salon owner.



### SOLUTIONS

Facilitated a coaching session to review the history of the business acquisition and understand the current state of the business. Identified strategies to manage cost and retain profits. Provided guidance on employment laws - independent contractor vs. employee - and developed talking points for staff she wanted to retain. Developed strategy and helped write dynamic job posting for recruiting new staff. Discussed operational strategies and ideas to establish herself as the new owner and make the salon feel as though it was hers.



### OUTCOME/TRANSFORMATION MADE

Following coaching guidance from Harmon Business Consulting, Jessica pivoted from renting booths to at the salon to hiring staff on payroll. Assembling the right team. Brought in new services, increased pricing where feasible. Business is thriving.

“

*Katrinka was very approachable, She was always ready to communicate (many times on the same-day). She provided help with so much professionalism. I felt very relieved to find not only a woman but also a woman of color to [coach] me. I felt understood.*

*- Jessica Pineda-Amador, Style Cuts Hair Salon*



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## Sales Strategy

Client reached out to Harmon Business Consulting when her existing social media strategy was no longer effective in reaching her target audience resulting in a drop in sales.



### OBJECTIVES

Re-connect with target audience. Increase sales, returning them to previous levels of profit.



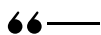
### SOLUTIONS

Facilitated a coaching session to develop a sales strategy. Changes in iOS consumer targeting had a negative impact on client's ad campaigns. Harmon Business Consulting recommended a strategy to diversity marketing channels, utilize more video marketing, begin email marketing campaigns (client was already using SMS marketing), evaluate ad spend on each platform, and monitor analytics to assess return on investment (ROI). Also updated website to highlight feature product and industry awards. Recommended creating product bundles and selling them for a slight discount.



### OUTCOME/TRANSFORMATION MADE

Following coaching guidance from Harmon Business Consulting, client's sales increased by 300%.



*Katrinka has been awesome & a pleasure to work with! I am learning so much. Would highly recommend to a friend or colleague. Five Stars!*

*-Beauty Brand Owner*



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