



## From doubt to double the revenue: The perspective shift that transformed the mindset holding Anna back



**Anna Shcherbyna**  
CEO, Remotivate

Remotivate provides recruitment for online businesses looking for remote staff. Anna and her team will find your perfect remote candidate, taking care of everything from arranging interviews to reference checks. They will save you time and frustration, so you can focus on growing your business.

**“The business was always something I dedicated only a fraction of my time to, as I never thought I would be able to grow it properly until I started working with Colin. He was the catalyst for me changing my entire mindset, perspective and approach to what I could really do with the business, giving me the confidence to put my full energy into Remotivate.”**

### Overcoming a Challenging Mindset

Anna was only spending a fraction of her time on the business, due to a lack of confidence in marketing. She knew she needed help if she was going to make the leap into running the business full-time.

Believing that marketing meant understanding how to build successful funnels or be an expert in Facebook ads, Anna felt dissonance between her marketing knowledge and ability to grow her business.

**“I always believed that marketing was a complex web of paid ads, SEO and a ton of social media branding - so I felt marketing was just not up my alley.**

**Everything I do or have done has been very intuitive, so I assumed I was far from the world of marketing and properly scaling a business.”**

Anna Shcherbyna, CEO, Remotivate

A friend recommended Anna speak to Colin Scotland and the perspective shift he gave her changed her entire outlook on marketing.

### From confusion to clarity in 30 minutes

From the first call, Colin's coaching shifted Anna's perspective of what marketing was. He gave her clarity that what she was doing was marketing. With strong marketing foundations already in place thanks to her networking, referrals, and podcast appearances, Anna was ready to take her marketing to the next level.

Armed with new confidence, Anna and Colin set to work developing and implementing new marketing plans to expand and develop her business.



“Colin gave me a lot of confidence with the realisation that I didn't need to know everything about marketing, but also that I was better at it than I realised. I had built my business so far on just referrals and networking, and what Colin helped me to realise is that in itself was marketing.”

Anna Shcherbyna, CEO, Remotivate

This perspective shift became the catalyst for taking the leap to full-time in her business. He worked with Anna to set goals and gave her courage that she could achieve them.

“Colin's strength as a coach lies in his ability to give you direction. He instilled confidence in me to make sales and set myself goals. What's amazing to me is that since setting those goals me and my team have consistently achieved them every month!”

Anna Shcherbyna, CEO, Remotivate

## The perspective shift that changed everything

The knowledge and confidence Colin gave Anna was transformational. By adjusting her understanding of marketing, Anna was able to find new belief in herself and her business.

This new mindset helped Anna to:

- Confidently dive full-time into her business
- Consistently hit her goals and double her monthly revenue
- Grow her team from 3 to 9 people in just over a month
- Gain clarity and direction with her business and marketing plans for the year

“Colin inspired and helped me manage my marketing plans in a way that I never had before. My new perspective helps me focus on the marketing I want to do and have confidence in what I'm good at. I have a content calendar for the next two months, I have content being produced, and I'm getting my name out there on podcasts. It's because of the work I did with Colin, that the way I run my business and the marketing that I do for my business has shifted tremendously. Without him, I would lack a clear direction for scaling the business.”

Anna Shcherbyna, CEO, Remotivate

**Want to shift your perspective and break down your barriers?  
Let's get on a strategy call to see if we are a good fit to work  
together >**

<https://colinScotland.com/apply>