



How Colin Scotland reignited Kim's passion for her business and renewed her trust in marketing coaches

The Challenge

The Marriage Place had grown rapidly at the beginning and marketing had become another job Kim was trying to manage. She worked with several marketers that all over promised and under delivered. She had wasted a lot of money on different marketing systems, but nothing was working cohesively and she wasn't able to measure results. She inevitably lost trust in marketing providers.

"All the other marketing agencies I had tried were all pretty flash in the pan. It feels like people want to get you on systems that will automate, and then not touch it again, but still charge you the real premium price of setting it up."

Kim Bowen, Founder and CEO, The Marriage Place

Kim knew she had to find a solution after the business took a 30% drop in revenue after the COVID-19 pandemic hit and her anxiety levels were at an all time high trying to manage the marketing as well as run her business. She stopped all the external marketing work to try and refocus. This is when someone told her to try Colin Scotland.

The Solution

Kim knew after the very first call that Colin was different. He didn't ask the typical questions, he found out Kim's true reasons for doing what she does and helped her reignite her passion.

He coached Kim, created a plan and put systems in place to effectively streamline The Marriage Place's marketing. Colin was able to help Kim find clarity and achieve better results, freeing her up to focus on what she does best.



Kim Bowen

Founder and CEO, The Marriage Place

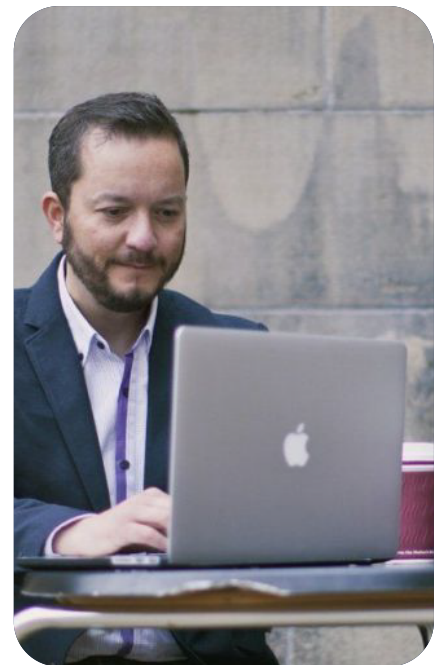
"I was putting money and effort into different marketing avenues and resources, but we weren't able to measure results to know if it was a good spend. I felt like we needed a compass and we needed a guide. We needed someone to walk us through it. And Colin is honestly the first person I've worked with that delivered what he said he would deliver, in fact, he over delivered."



“He just gave me my time back. He gave me my time back to spend it doing the things I like instead of the things that need to be done that I don't enjoy, and I'm not good at.”





Kim Bowen, Founder and CEO, The Marriage Place

With his authentic and genuine approach, Kim knew Colin would be a much better fit for her clients. He understood that relationship counselling is personal and he reflects this in their marketing creating funnels that nurture and build trust with their clients.



The Results

The Marriage Place has benefitted from a range of results thanks to working with Colin Scotland, some of which Kim noticed immediately.

-  Three of Kim's counsellors have closed off their books because they're now full.
-  The solid foundations Colin has built means The Marriage Place is ready to implement the great ideas they have for the future.
-  The team has clarity, everyone has a compass and knows what they're supposed to be doing.
-  Kim's anxiety levels have greatly reduced and she has time to focus on what she loves.



“If Colin tells me that something needs to be done, I trust him. If he tells me it's going to cost a certain amount or doesn't need to cost something I just trust him. I now feel like a really effective CEO. He's making me better at my job and the business is going where it needs to go.”

Kim Bowen, Founder and CEO, The Marriage Place

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are a good fit to work together >**

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