

When Doing *everything*
Right Still Isn't Working:

WHY STRATEGY ALONE ISN'T ENOUGH



A MID-LEVEL COACH'S GUIDE TO THE REAL
shifts THAT CREATE SUSTAINABLE SUCCESS



Carol Williams

HOLISTIC BUSINESS COACH

FOR THE SERIOUS SOLOPRENEUR



YOU'VE DONE EVERYTHING RIGHT



IF YOU FEEL LIKE YOU'RE AT A CROSSROADS - PROCRASTINATING AND ON THE HAMSTER WHEEL - AND YOU'RE WORRIED IT WON'T GET BETTER (IN FACT, YOU FEAR IT WILL ONLY GET WORSE) KEEP READING BECAUSE THIS GUIDE IS WHAT YOU NEED...

You've refined your niche, built offers, stayed visible... yet the results don't match your effort. You're ready for **more growth** without more grind.

Because that grind leads to exhaustion. And the exhaustion leads you to doubting the effectiveness of your effort. Suddenly, that one flaky prospect's text seems to indicate that you should just go get a job. And while you **KNOW that's not true**, the exhaustion of pushing the boulder up the hill relentlessly has got you jumping from task to task....leading to overwhelm. And let's not omit the insidious guilt and shame. And wanting to throw in the towel.

Yet, you march on... **YOU ARE NOT A QUITTER.**

You are committed, but tired. And spinning from too many tasks, not enough time, not enough results from your effort, and too many competing pieces of advice.

In this short guide, you'll discover why your business might be plateauing—and how to create the next level of success without sacrificing yourself. You are invited to look at this guide skeptically. And honestly. What are you doing or not doing? How consistent have you REALLY been?

What's REALLY going on for you?

THE HIDDEN REASON YOU'RE STUCK



What This Looks Like in Real Life

- “You have consistent clients but no consistent peace.”
- “Your schedule runs your life, not the other way around.”
- “You are trying to do 10 things, rather than the vital 2 or 3.”

The hidden reason you're stuck is not lack of strategy. The real block sits beneath the surface—old habits, hidden beliefs, and misaligned systems that quietly drain momentum.

You can't fix those with another checklist or webinar. You fix them by aligning the business you run with the person you've become. Or...by becoming more of who you are, designing the life you desire, and aligning your business with that vision.

That's where our work begins. The deep, meaningful, needle-moving and life changing work. The work of the aligned, wise leader.

The truth is, evidence-informed strategy only works when your mindset, energy, and systems are aligned.

When those fall out of sync, even the best plan loses power.

THE ALIGNED GROWTH APPROACH



Here's how to realign your business for ease and expansion. You are invited to address each question and submit it to me via email (Carol@UnscatterMe.com) before we have our zoom meeting to determine Your Upleveled Results Roadmap Plan.

1. Audit what's actually working – identify where energy leaks.

What strategies are working for you?



What strategies are falling flat?



2. Revisit your pricing and systems – simplicity scales faster.

Please list your pricing and package menu with fees.



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What is the most common product your prospects choose?



Blank white rounded rectangular area for describing the most common product chosen by prospects.

How does this mesh with your revenue goals?



Blank white rounded rectangular area for explaining how the product choice meshes with revenue goals.

3. Integrate your inner and outer work – your confidence and clarity drive results.

What is your vision for the next 3 years? For the next year?



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How does this align with your values?



A large white rounded rectangular box intended for writing an alignment statement.

4. Focus on peace as your metric – calm creates consistency.



How much peace do you integrate daily? Weekly? Monthly?



A large white rounded rectangular box for writing the answer to the question about integrating peace.

What do you do to nourish and replenish your energy?



A large white rounded rectangular box for writing the answer to the question about nourishing and replenishing energy.

Have you done an energy audit and if so what were the results?



A large white rounded rectangular box for writing the answer to the question about an energy audit.



IT CAN, AND WILL HAPPEN FOR YOU, TOO...

“I can be myself, and I am myself. In my business, I’m not working as hard - I’m having fun. I’m doing the things that move the needle forward, but they’re so easy.

Time has expanded. I gained headspace, I’m not exhausted, I have energy and I’m no longer hiding, I’m no longer depressed.

As a result of me showing up in this different way, clients are being drawn to me. People are being drawn to me. I’m charging what I’m worth.”

[WATCH NOW](#)

YOUR *upleveled* RESULTS ROADMAP PLAN



You have considered your **1 year** and **3 year** dreams.
You have reviewed the 4 most important questions
for aligned growth.

Now it's time to be witnessed.

Because we cannot see our own blind spots. It's impossible.

Stop thinking you can or should do it all. As a coach, you know this is a falsehood. Allow a compassionate, seasoned, wise coach (me) to witness you and partner with you as you walk into what you really want for your future....a shift that creates sustainable success with calm, clarity and confidence. So that you no longer have to choose between being YOU and being profitable. So that your work complements your life, and you get off the roller coaster of exhaustion and possible burnout.

WHEN YOU DO, PLEASE KNOW THAT WE WILL IDENTIFY WHERE YOUR TIME, ENERGY, AND STRATEGY ARE OUT OF SYNC AND MAP THE NEXT STEPS TOWARD SUSTAINABLE RESULTS. YOU'LL LEAVE WITH CLARITY, CONFIDENCE, AND A PATH TO REAL GROWTH.

[BOOK YOUR
UPLEVELED RESULTS
ROADMAP CALL](#)

YOUR *upleveled* RESULTS ROADMAP PLAN

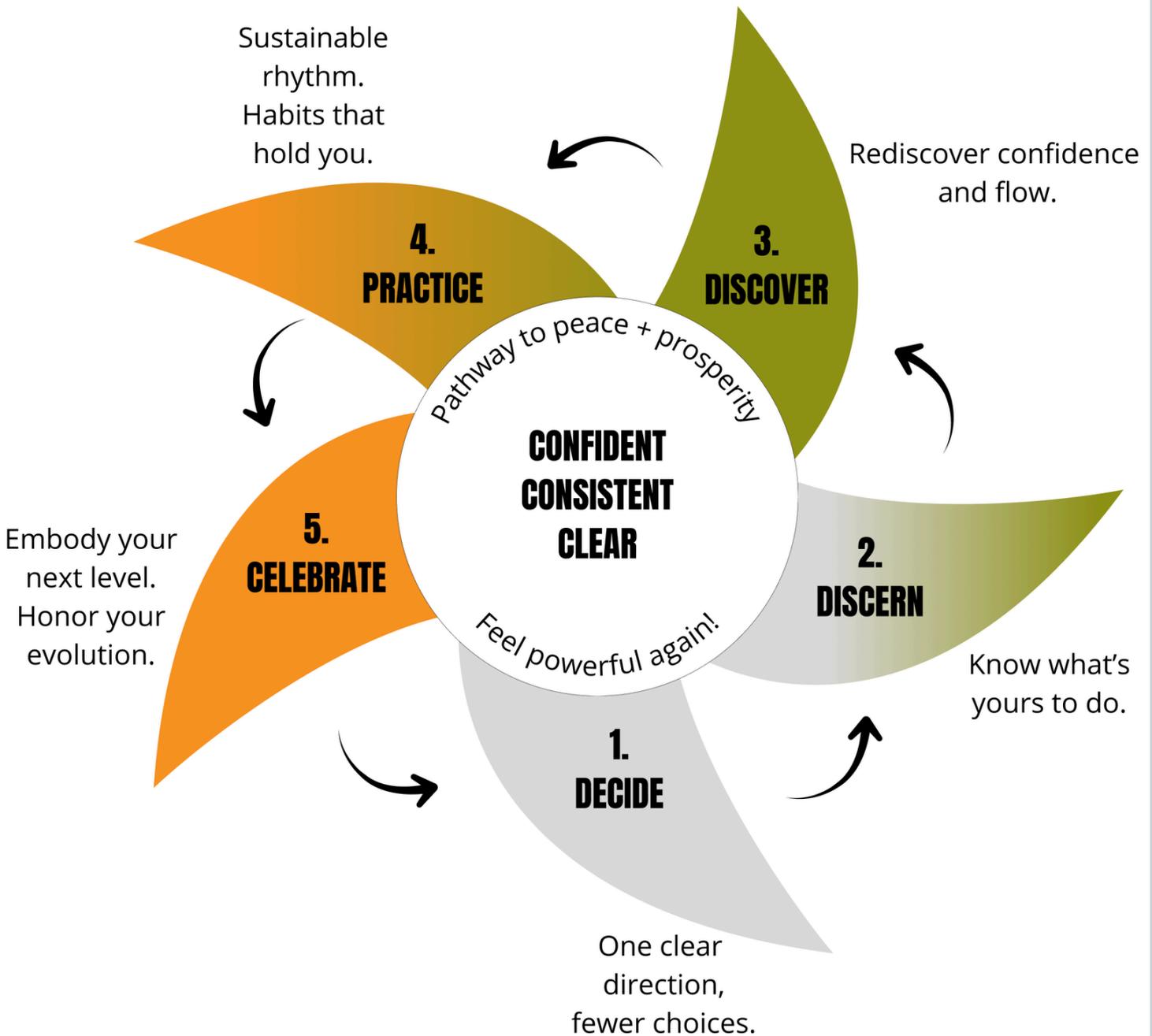


WHAT DO WE ACCOMPLISH ON THIS CALL?

- ✓ We review your true dream life/business in 1-3 years so that your tasks are aligned with your purpose, truth, and desired direction
- ✓ We review the answers on the previous worksheet so that you are not operating in a fuzzy vacuum, being drained of energy.
- ✓ We identify where you might be in the pathway to peace and prosperity as per the below graphic so you feel that you can trust yourself and the process.
- ✓ We solidify your next steps so that you stop spinning and procrastinating regarding what you really want. For real this time.

[BOOK YOUR
UPLEVELED RESULTS
ROADMAP CALL](#)

YOUR *upleveled* RESULTS ROADMAP PLAN *(we will personalize this)*



A close-up portrait of Carol Williams, a woman with dark, wavy hair and blue eyes, smiling warmly. She is wearing a white lace top and a necklace with a heart-shaped pendant. The background is a soft, out-of-focus grey.

About Carol

Meet Carol Williams, the unstoppable force in soloist woman entrepreneurship. Since 2009, she's conquered career shifts, liberated herself from a toxic marriage, and thrived through the pandemic as a leader in coaching.

As the founder of the **Beacon of Light Center, LLC**, Carol empowers visionary women to unlock their potential across all aspects of life. She's known for her holistic approach, playful spirit, and uncanny ability to inspire transformation.

Clients dub her "superwoman with x-ray vision" for her insight, trustworthiness, and compassion.

Ready to get real and make an impact?

Join Carol's fold and let the journey begin.