

What it takes to reach *\$100K* a month.

We worked with a small, founder-led career training school in the Carolinas to grow monthly revenue from \$30K to \$75K in four months. Here's how we did it, and what it takes to go further.

\$30K → **\$75K** → *\$100K*
JANUARY MAY NEXT

SOUND FAMILIAR?

You're not *the only one* feeling this way.

I'm running ads. I'm posting content. I'm doing the work. But the leads aren't turning into customers, and I can't figure out why.

EVERY SMALL BUSINESS OWNER, AT SOME POINT

59%

of small business owners say getting new leads and customers will be their biggest challenge this year.

LocaliQ SMB Marketing Trends Report 2026

66%

say maximizing their marketing budget is their top concern heading into the year.

LocaliQ SMB Marketing Trends Report 2026

Another year of the same thing costs you more than the ad spend. It costs you the business you keep almost building.

THE REAL ISSUE

Most business owners think the answer is more content: post more, show up more, say more. It's not. *Your message isn't matched to where the buyer is in their decision.* That's where you're spending too much effort.

The 7-Stage *Creative Method*.

Not every person who sees your ad is ready to buy. They're at different stages of awareness. This is the framework we ran across every campaign for this school, and for every small business we work with.



STAGES 1 TO 2

Meet them
where they are.

Name the pain, then
introduce the category
of solution.

STAGES 3 TO 5

Earn
intellectual
trust.

Teach the model, prove
it works and show
authority.

STAGES 6 TO 7

Earn the sale.

Drop the performance,
then get out of the way.

Four people. *Four* conversations.

Here's what most agencies won't say out loud: your audience isn't the problem. Your assumption about them is.

AUDIENCE SEGMENT 01

The Career Changer

Woman, 25 to 44

Retail or hospitality. Underpaid and over-scheduled, she wants a real career with flexibility.

HOOK THAT LANDED

A better-pay career in 12 weeks.

AUDIENCE SEGMENT 02

The Trade Worker

Man, 22 to 44

Working in trades or physical labor, he wants a stable indoor career without going back to college.

HOOK THAT LANDED

Train for a new career in 12 weeks. No degree needed.

AUDIENCE SEGMENT 03

The Responsible Planner

Mother, 28 to 48

She weighs every decision carefully and wants stability, clarity and no pressure.

HOOK THAT LANDED

You don't have to rush. Take the first step when you're ready.

AUDIENCE SEGMENT 04

The Future Builder

Parents of high schoolers

Worried their teen has no plan after graduation, they want a real path without four years of student debt.

HOOK THAT LANDED

A career in 12 weeks. No degree required.

Everyone in your audience is *at a different phase*.

Some are just becoming aware of the problem. Some are researching. Some are ready to buy. A single message can't reach all of them. Here's the Career Changer across all seven stages.

STAGE	THEME	HOOK
01	Awareness	<i>A better-pay career in 12 weeks.</i>
02	Interest	<i>Train without quitting your job.</i>
03	Education	<i>Three steps to career-ready.</i>
04	Proof	<i>Meet the graduates who made the switch.</i>
05	Authority	<i>What your first 30 days actually look like.</i>
06	Trust	<i>You're not too late. You're right on time.</i>
07	Convert	<i>Apply now. Flexible class options available.</i>

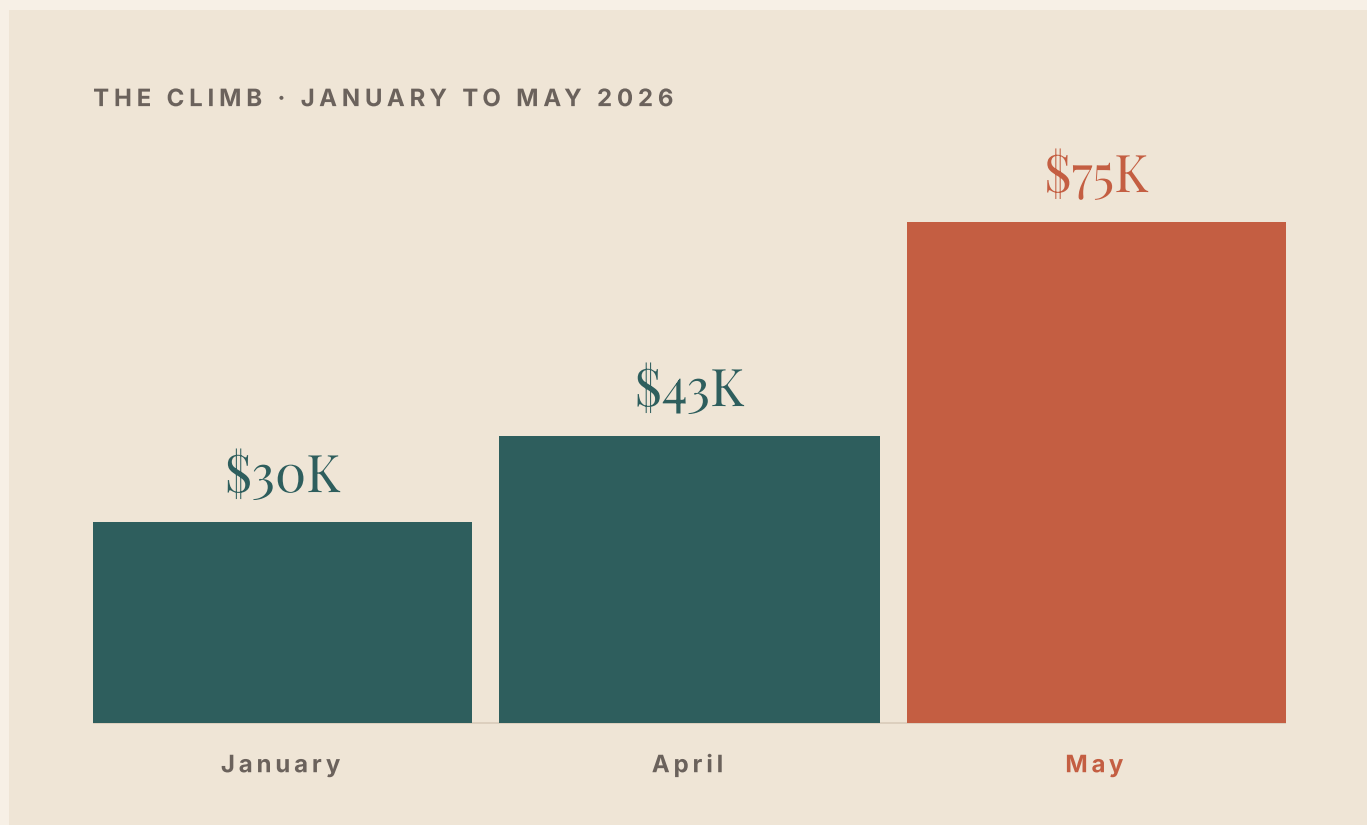
WHY THIS WORKS

Stage 1 catches someone frustrated at work. Stage 4 catches someone reading reviews at night. Stage 7 catches someone ready to click. It's a different phase of the same decision, so it needs a different message. That's the difference between running ads and running a system.

THE RESULT

Revenue climbed *every month.*

Once the audience work was done and the messaging system was in place, monthly revenue climbed steadily from January through May. This is what compounding looks like.



+\$45K
MONTHLY REVENUE
GROWTH

2.5×
REVENUE MULTIPLIER

2.9×
CLICK LIFT AFTER THE
REBUILD

Every dollar on that chart is a woman betting on herself. The revenue is the vehicle. The people are the point.

The next \$25K is *three moves away*.

It takes the same discipline that got us from \$30K to \$75K, with different levers. Here's what closes the gap, for this school and for any business built on the same principles.

01 Convert the warm buyers already in the door.

Fourteen people paid the application fee last month and haven't enrolled yet. That's warm revenue sitting one follow-up sequence away. The cost of reaching them is already spent, and only the follow-up is missing.

Your version: the people who inquired last month and didn't buy.

02 Fix the moment where interested people quietly leave.

22,514 people landed on the school's application page, and only 891 started filling it out. Fixing that 96% drop-off doubles lead volume on the same ad spend. It's a landing page problem, not an ad problem.

Your version: the moment on your site where interested people quietly leave.

03 Test the phase you haven't tested yet.

Of the seven stages, Stage 6 (Trust) has been the biggest untested opportunity. Honest, behind-the-scenes creative builds trust faster than authority content in 2026, and that's the new performance ceiling.

Your version: which of the seven stages does your content skip?

THE POINT

The same principles work in any small business. The specific numbers change, but the framework doesn't.

Four things you can *start this week*.

You don't need our team to begin. You need the audience clarity and the messaging discipline. Here's where to start.

01 Name your four people.

Not "women 25 to 54," but real people with real lives. What do they do all day? What are they frustrated by? What's their why? Write them down.

Do this today: 30 minutes with a notebook.

02 Pick one persona and map their seven stages.

What does an ad at Stage 1 look like compared to Stage 7? Write one hook for each stage, and you'll have seven pieces of creative direction.

Do this this week: use the 7-Stage Method as your template.

03 Audit what you're currently running.

Which stage does each of your current ads or posts belong to? Most small businesses discover they only run Stage 1 and Stage 7, and skip the middle five entirely.

Do this next week: fill the gaps first, not the top.

04 Talk to a customer.

The best audience research isn't in a spreadsheet. It's in a 20-minute call with someone who bought from you. Ask what almost stopped them and what made them decide. That's Stage 6 creative, handed to you for free.

YOUR NEXT MOVE

This is *very possible* for your business too.

This school isn't a special case. It's a small business that got clear about who it serves and built messaging that meets each person exactly where they are in their decision. That's the whole thing.

tsclt

Nicole, founder of The Social Charlotte

The Social Charlotte, marketing strategy for founders. I'm a digital marketer whose focus is people, and I build the strategy, launches and community that turn your work into the conversations that sell it.

Book a Strategy Intensive

Ninety minutes and a plan you can act on this week. \$500.

Start with a free call

Thirty minutes to talk through your four people.

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