

# A Creative Partnering™ Case Study



**Client: Alana Helapitage**, Writer, Message Consultant  
and Founder of A Shared Path, LLC

## Client Profile:

Alana launched her copywriting business in 2016 while working as a corporate manager in marketing. Her work in the world revolves around writing marketing copy for small businesses, and she is expanding her offerings to include teaching writing as a tool for healing.

## Client Objectives:

- Generate more business income and reduce costs
- Target clients in the most efficient, high-reward way
- Become a full-time entrepreneur
- Build the support structure needed with my long-term partner for our mutual business growth
- Marry and have a child within the next three years
- Uncover strategies and tools to support the dream she shares with her partner of expanding their family and thriving in their creative businesses

## Why Alana Chose to Work with Me:

Alana sought my help to create an exit plan from her corporate job. She says:

*"I didn't consider anyone else to help me because I knew instinctively that you were the right fit. You offer the right balance of empathy and strategic thinking. I think you can fill the void of step-by-step strategy that I felt working with [previous coaches], and I trust you to guide me out of my job with grace. Above all, I believe you'll be a great mentor to me, someone with whom I can share my concerns and challenges, and I also feel you can give me the perspective, moral support, and tools I need to reach my goals."*

**“ Tracy makes it crystal clear that she gets me. She is vulnerable and shows me how she has and is evolving from similar struggles, which helps me feel totally heard and supported.**

## Approach:

I approached her exit plan strategy as a whole-person endeavor, addressing strengths and challenges in her professional and personal life to maximize her success.

Alana describes it best:

*"Tracy combines the strengths of a coach, a consultant, a mentor, and a friend. With empathy, a knack for storytelling, and an unwavering commitment to my success, she is coaching me through my overwhelm and fears about becoming a full-time entrepreneur. At the same time, she's leveraging her impressive consulting skills to help me create and execute a comprehensive plan to grow my client base, my bottom line, and my long term fulfillment in work and life."*

## Outcomes:

Of the tools and assignments I leveraged to help Alana successfully transition into full-time entrepreneurship, here are the three she found the most impactful.

## 1 Releasing limiting beliefs

*"Tracy emphasizes that 'success is an inside job.' . . . it was humbling to realize that even after a decade of profound personal and professional growth—as well as a great deal of healing—there was still more inner work to do. I still believed I had to prove my worth to others . . . This belief led me into a cycle of fear, burnout, resentment, and shame that drained me of the energy I needed to grow my business. Through Tracy's guidance, it was clear that letting go of my limiting belief would have a direct impact on my success in all areas of life.*

*Tracy helped me realize that I was completely deserving of the support and boundaries I wanted and needed. Her utter faith in my value as a human being, a writer, and a leader gave me the courage to have tough but critical conversations with my partner so we could make then changes I needed to free up more money for my business."*

## 2 Developing self-love and self-worth

As Alana uncovered her limiting belief, she needed to know that she was not alone. I shared that I struggle sometimes with feeling I am enough; I know the journey is ongoing.

Because there was a psychological and spiritual component to this journey that was outside my scope, I also referred her to a mutual friend who offers counseling, suggested affirmations, and emailed her a resource on [mirror work](#).

According to Alana: *"I will be forever grateful that I could connect with Tracy on such an intimate, human level. It was a relief for me to see an example of a woman who's attained success as a full-time entrepreneur and still feels [what I do] at times—without letting it stop her. Witnessing Tracy's combination of strength and imperfection helped me see I could be successful without having it all figured out."*

## 3 Improving and expanding fee structure, marketing, service offerings, and professional partnerships

**“It was so freeing to claim a new vision of wealth for myself under Tracy's guidance!”**

*"It's been an ongoing challenge to know what to charge for my services. . . Based on her network and knowledge, Tracy was able to give me insight about successful writers and editors who ask for hundreds more per hour for comparable work!*

*This opened my eyes to more opportunity for financial abundance than I thought possible. She also helped me analyze my offerings, target them to the appropriate client, and strategize ways to sell and market my services for top dollar.*

*I loved that Tracy suggested increased but still fair prices for every service I offer and disrupted the idea that it's best to start introducing leads to free and low-cost offerings before selling the highest value services. I'm now brimming with ideas on how to leverage my network and lead pool to target the best clients with the services that make the biggest impact for them—and for my bottom line."*



- Are you feeling stuck in your business or career and are tired of trying to figure it all out alone?
- Are you curious about what creative partnering can do for you?
- Or are you ready to finally invest in yourself to achieve your goals?

**I invite you to set up a [discovery call](#) to start the conversation.**