CLIENT SUCCESS STORY

PINKSTONE ATTRACTS LARGER PROJECTS BY GETTING CLEAR ON ITS IDEAL CLIENT

A closer look at the clients Rebekah wanted more of helped pinkSTONE focus its message and pursue the next stage of growth.

CUSTOM HOMES / POSITIONING / SALES STRATEGY

THE GOAL

pinkSTONE builds high-end custom homes in Tennessee's Smoky Mountains. Rebekah wanted to attract more of the projects and clients that brought out the best in her team.

The work started with the people behind those projects: what they valued, how they made decisions and why pinkSTONE was the right fit.

THE STRATEGY

Through MYA's Project Clone workshop, Rebekah examined the clients she most enjoyed working with. A clearer profile emerged, including former business owners who understood the value of expertise and a well-run process.

That profile gave the team a more specific basis for its messaging and for assessing new enquiries. The focus was on fit, from the first conversation through to the kind of home a client wanted to build.

THE RESULTS

Rebekah reported landing larger projects earlier than she had expected, before the advertising had launched. The result in this story begins with positioning and client selection.

She went on to bring her engineering business, Elevation, into the work with MYA as well. In the full testimonial, Rebekah explains what changed and why she wanted to apply the same thinking to the second business.

“We've landed some really large projects, things that I was hoping to start getting into in a year from now, and now it's happening right now.”

Rebekah Meredith



Rebekah on working with MYA