



# **Latoya Deslandes Online Counseling Services Limited**

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Case Study



# From Drowning in Tactics to 41% Revenue Growth: How This Practice Found Direction and Built a Marketing System They Own

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Imagine running a professional service business with hundreds of clients and consistent revenue...but no real strategy on how to scale. Just you and your team, working harder than ever, wondering how you're supposed to reach the next level when you're already stretched thin.

That's exactly where Alesta and Latoya Deslandes were when they joined Lean Marketing.

Latoya Deslandes Online Counseling Services Limited is an online therapy and coaching practice helping women overcome emotional struggles, heal from trauma, and build healthier relationships. After 1.5 years in business, the co-founders had built something real—a growing client base of 415+ and solid conversion rates of 60%.

But here's the thing: they were growing faster than their systems could support. They were spending all their time working in the business [client delivery, admin work] rather than on the business [marketing, strategy, growth].

No website. No email marketing. No consistent content. Just hustle and hope.

Sound familiar?

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## The Challenge

The biggest challenge wasn't just the lack of a website. It was the lack of direction.

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*"Direction. I think direction was part of the biggest frustration. There was all these tips and tools and techniques... what do we give our time to with all of that out there working in the business while working on the business?"*

They were drowning in suggestions but had no "proven path to where you want to go." They knew they wanted to grow, but they weren't sure what to do to make that happen, or how to truly scale. This frustration was compounded by the emotional weight of their commitment. Joining the Accelerator was a leap of faith.

*"We did not know how on earth are we going to stand by this commitment every month? How are we going to do this? And so it was really a leap of faith for us."*

They were stuck, overwhelmed, and doing random acts of marketing instead of following a proven system.

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## The Solution

Latoya Deslandes Online Counseling Services joined the Lean Marketing Accelerator to find that clarity. The goal wasn't to get a cookie-cutter plan, but to build a **Minimum Viable Marketing System (MVMS)**™ that they could own and operate themselves.

We acted as the GPS, providing the map and guidance, but they remained in the driver's seat—**their team, their tools, their data.**

*"You don't just come and tell us, this is what you need to do. But it's like you are looking at our business from our perspective and looking at what we really want and who we really are. And not just giving us some cookie cutter thing."*

This came to life in the Copy & Content Workshop live sessions, where the Lean Marketing team helped them refine their messaging. It was a lightbulb moment.

*"When I would bring stuff to John and he would... say, 'change this to that.' I'm like, oh my God, that's so good. How are you making it look so easy? The way he was able to just capture exactly what I wanted to say as if he could read my mind and also read my client's minds all at once."*



With this newfound clarity, they got to work, building their system step-by-step:

1. **Message and Offer First:** We started where every solid marketing system starts—honing in on their ideal market and creating irresistible offers.
2. **Launch a Simple, Integrated Website:** They didn't need fancy. They needed to be functional. We helped them launch a simple website using Zoho's no-code builder because **simple scales, fancy fails**.
3. **Fix the Bucket Before You Fill It:** We focused on conversion first, not traffic. We built a lead capture system with an emotional regulation assessment as a lead magnet, achieving an impressive **8%+ opt-in rate** and automating their email nurture sequence.

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## The Benefit

The most powerful benefit wasn't just having a system; it was **knowing what good marketing looks like**. This new expertise was put to the test when they hired a social media coordinator.

*"Because of the experience that we've had with you guys, from the get-go, we were like, this doesn't look like a good fit... We had to discontinue the service after a month because it felt like it was just not representing us the way that we wanted to be represented."*

They could now spot a "cookie-cutter" approach a mile away. They had the confidence and clarity to protect their brand and say "no" to things that weren't a fit. They finally knew who their people were, and just as importantly, who they weren't.

*"Now it's easier to say to people who are not in our target market. It's okay, that's not your people. Yeah, it's okay. It's fine. That's much easier."*

They were no longer just guessing. They had a system, they knew what worked, and they were in complete control.

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## The Result

The results were transformational, starting with a massive mindset shift that unlocked new revenue possibilities.

### A 12X Higher-Ticket Offer

With newfound confidence, they launched a high-ticket offer at JMD \$120,000—12 times their standard JMD \$10,000 session fee. The result was immediate and shocking.

*"When the person said yes, they will take it and they seem glad to take it. I'm like, what? This is possible? We haven't even launched the campaign yet. But I already have somebody on the program. So it's amazing."*

This single sale before the campaign even launched proved the power of their new messaging and positioning. It was a direct result of the mindset shift that came from their leap of faith.

*"It's like just a possibility that yes, we can. Yes, we can. I think that has been one of the most valuable mindset shifts that I've experienced, knowing that I can achieve more. If I go for more, I can have more."*

## The Numbers

This new confidence was backed by incredible growth across the board:

- **41% year-over-year revenue growth**
- **22% revenue increase** quarter-over-quarter
- Lead capture opt-in rate improved from **0% to over 8%**

Here's what their coach had to say:

*"They were a pleasure to coach. They showed up, and did the work. No shortcuts, no excuses. What they needed was simple."*

*A clear roadmap they could trust and someone who wasn't afraid to hold the line when things got tough. They leaned in. It paid off."*



*Now they have a marketing system they can run without guesswork and one that will keep scaling. People like Latoya and Alesta are why I love this job."*

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## Ready to Build a Marketing System You Actually Own?

Maybe you've been burned by agencies who wanted you dependent. Or you've bought three courses you never finished. Or you've never had a marketing budget and you're doing it all yourself—leaving money on the table every month.

Most founders aren't stuck on strategy. They're stuck on execution.

That's where we come in. We're the GPS. You're driving. **Your team. Your tools. Your data.**

If you're ready to move from confusion to clarity, from random acts of marketing to predictable revenue, learn more about the **Lean Marketing Standard Accelerator**.

Let's build something you actually own.