

SUE GREEN RIXGREEN LTD CASE STUDY

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SCALING WITHOUT THE STRESS: HOW ONE ROAD TRIP LED TO THIS COLLABORATION.

The Problem

Sue had **all the ideas in her head** but no structured way to translate them into an actionable plan.

This led to:

- ✗ Delays in launching new services
- ✗ A lack of clarity in messaging and branding
- ✗ Missed opportunities to grow her business efficiently

She knew she needed a structured **business plan, content strategy, and brand voice**—but wasn't sure how to pull it all together.

The Solution

To help Sue bring her vision to life, I implemented a structured approach using AI-powered content strategy and automation tools:

- ✓ **Transcription & Structuring** – Sue sent 13 voice note recordings, which I transcribed and structured into a cohesive business plan.
- ✓ **Custom GPTs** – I developed two AI-powered assistants tailored to RixGreen Ltd's branding, voice, and service offerings, and I am currently developing two additional GPTs to further support her business.
- ✓ **Brand Voice Documentation** – Ensured that all AI-generated content aligned with Sue's authentic business values.
- ✓ **Social Media & Content Strategy** – Created content pillars and structured messaging for a clear, consistent marketing strategy.
- ✓ **Website Copy & Messaging** – Next stop working on developing website copy to align with RixGreen Ltd's vision and strategy.



Client background

Sue had been holding onto a vision for a new division in her business for over two years. She struggled to structure and document her ideas, which prevented her from moving forward with branding, marketing, and operational planning.

Without a clear business plan, she found it difficult to bring her vision to life and communicate it effectively.



JACQUELINE LEAKE

AI Trainer | AI Content Creation | AI Enthusiast | Automation & Digital Marketing | Simplifying Growth & Success - I transform the overwhelming into the achievable, providing personalised AI-powered solutions that align with your unique voice and business needs.

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CLIENT'S EXPERIENCE...

Sue was blown away by how quickly her vision was structured and brought to life:

✦ ***"OMG, I can see so clearly today—it's unbelievable! And it even helped me work better with my team."***

She was particularly excited about how the custom GPTs captured her brand voice, making AI work seamlessly for her business.

RESULTS & OUTCOMES...

Immediate Impact

✦ **Clarity & Direction** – Within the **first two hour workshop**, Sue had **structured brand messaging, client avatars** and the **plan for creating AI-powered support**.

✦ **Excitement & Confidence** – She regained **passion and motivation** for her business.

✦ **Stronger Team Collaboration** – The structured plan helped **improve workflow and alignment with her team**.

KEY LEARNINGS & FUTURE PLANS...

- **AI isn't just automation—it's about strategy and clarity.** With the right approach, businesses can use AI to streamline workflows while maintaining authenticity.
- **Next Steps for RixGreen Ltd: Implementing the** social media strategy, launching the new division, finalising website copy, and integrating AI into daily operations.



“Jacqueline, you have changed my passion again for my business! I cannot thank you enough for what you have done for us.” – Sue Green, Founder of RixGreen Ltd & Xero Gold Partner

Are you ready to turn your business ideas into reality like Sue did?

Complete my questionnaire and I will be in touch about how **AI-powered automation and content strategy** can transform your business.