



SIMPLIFY NOW  
WITH TRESSA BEHEIM

# SMOOTH SCALING INTENSIVE

This is the ultimate *deep-dive* for founders who are done with flying by the seat of their pants and leaving money on the table every single day.

Million-dollar ideas? You probably have a new one every day.

Project managing those ideas? Breaks you out in hives.

That's exactly why you're not experiencing the revenue growth and audience impact that you know is possible in the next one to five years.

If you are ready to stop drowning in day-to-day tasks and instead implement a strategy that makes bigger profits and a bigger impact inevitable, then this is the intensive for you.

I'll provide the strategic oversight, execution framework, and high-level thought partnership you need to scale your business without doing tasks you hate, without the chaos, and without the roadblocks that keep you stuck.

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## What to Expect from the Smooth Scaling Intensive

With this 3 week intensive, you'll go from being perpetually stuck in the "messy middle" of unfinished projects to knowing exactly how to get to the finish line with a simple actionable plan that considers everything you're dealing with.

I'll come in and diagnose your biggest "behind-the-scenes" profit-blockers and lay out the simplest next steps to achieving your goals while staying in your zone of genius.

Whether you want to make more money, reach more people, work less, or leverage your business assets better, it all starts with understanding where you're at now and what's holding you back from achieving those goals.

### *Together, we will:*

- ✓ Diagnose your biggest operational bottlenecks and profit-blockers
- ✓ Identify exactly what's preventing your business from scaling smoothly
- ✓ Deliver a clear, structured roadmap to remove the chaos and create why-didn't-I-do-this-sooner levels of efficiency
- ✓ Ensure long-term, measured, and sustainable growth

### *Your Smooth Scaling Intensive Includes:*

- ✓ The Smooth Scaling Business Assessment
- ✓ 60-minute kickoff call
- ✓ Mid-point check-in as needed for clarifying questions
- ✓ Smooth Scaling Report and Action Plan
- ✓ 60-minute wrap up call



Scaling doesn't have to feel like it will be a total nightmare. You know what you want to create and achieve. We provide the clarity and structure to make it inevitable. Let's transform your behind-the-scenes chaos into bottom-line cash.

**Ready to scale smoothly? Secure your spot today!**

Your Smooth Scaling Intensive is \$2000 (50% due at project kickoff and remaining 50% due before delivery of the final report).

## Meet Tressa

My clients are experts in their field and committed to growth (but are so, so tired of leading everything related to growth alone). I help them simplify, manage and elevate their small innovative businesses the way they want.

I've worked with founders for more than 15 years to help them eliminate the operational chaos that keeps them stuck. I'm a strategist, project manager, back-office coordinator, and a people wrangler who knows product development and online marketing. I'm one of those extremely organized, type A people and it aligns perfectly with my role as my clients' second business brain.

In my work with clients, I've helped create and manage flagship products that have brought in over \$500,000 in profit in under two years. I've also supported various launches that have brought in over \$95,000. I've helped plan and execute destination retreats that sold out in a matter of hours and brought in tens of thousands in profit.

I've worked with a variety of industry experts from creatives, speakers, authors, course creators, product-based business, consultants, coaches, web designers, doctors, bookkeepers, teachers, to performers. My clients have businesses ranging from:

- 1:1 coaching
- Group programs
- DIY courses
- Retreats
- Virtual events
- Summits
- Multi-7-figure product-based businesses
- Book launches
- Podcasts
- Memberships
- Professional services



*Bonus:* I also have extensive experience offering support to **neurodivergent clients**. My skills often complement their struggles and help them maximize their superpowers.

# FAQs

## How long will this process take?

We start with your intake form and a 60-minute kickoff call. From there, it takes about three weeks to complete the process. After our initial call, I will dig into the behind-the-scenes tools, assets, and operations that you have set up to prepare your Smooth Scaling Report and Action Plan.

## Do we have to meet a bunch of times?

No. My goal is for us to have a kickoff and wrap up call to deliver your report. I may have some questions after I start digging into things but those are generally handled asynchronously via email or Voxer depending on your preference.

## When can you start?

We kickoff new intensives every Tuesday depending on availability. Once you have paid your deposit, you'll receive your intake form within one business day and a link to schedule your call. I do ask that you take your time to thoroughly and thoughtfully fill out the intake form and I need that at least two business days before your call. With this in mind, most clients are able to schedule their call within one to two weeks meaning the whole process from payment to report takes about four to five weeks.

## What will my report contain?

Every report is customized to you and your business. I'll prepare a high level summary of where you are at now, focusing on the strengths and weaknesses of your current business. I'll identify the biggest roadblock that is keeping you stuck in the messy middle right now. Then, I dig into an actionable, reasonable plan to help you reach your stated goals with a keen focus on the most strategic way to accomplish those goals.

## How is my report delivered?

I'll deliver your report and action plan two business days before our wrap up call to allow you time to digest it on your own. I'll include a brief video walkthrough of the report and plan to help you orient to what's included. Then, we'll go through the report together on our wrap up call to cover questions, next steps, and help you get into action.

## What if I need more help than the report?

We do offer both project-based and ongoing support to help you execute on the plan if you need it. This is something we can discuss after your Smooth Scaling Intensive is completed. But, it's important for you to know that the report is intended for you to be able to implement with the team of your choice. So, whether it's your existing team or other experts you hire, you will be able to take your report and start executing whenever you're ready.



My favorite outcome is when your vision + my strategy = smooth scaling that stops you from drowning in day-to-day tasks, keeps you firmly in your zone of genius so you can make a bigger (and more profitable) impact exactly the way you envisioned.

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## What Past Clients Have Said About Working With Me

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Tressa came highly recommended as someone who knows her stuff and is a no drama person, which god knows I needed. She can handle anything and knows exactly how to stop me from over giving and over doing!

Tressa has helped me feel more calm and that I can take on a giant project like self-publishing a book!

I so appreciate her care and kindness in my business. She helps me avoid unnecessary worrying that something bad is happening or I am going crazy and instead I feel ready to take on the next big challenge!!

Tressa has a great ability to look ahead and plan, plus she has strong marketing chops, and best of all, an easy going but detailed oriented attitude.



**Jennifer Loudon**  
Author and Personal  
Growth Pioneer

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Tressa came highly recommended from a colleague who knew how stressed out I was with trying to juggle all of the systems that I needed to run my business.

Tressa is able to take a person from planning to actually executing the plan. I loved that she was always two steps ahead of me and thought of things I hadn't considered yet.

After working with Tressa, I now have policies and workflows that didn't exist before she helped create them. I am more productive and can spend my time actually working on things that make me money.



**Nakia Gray**

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Tressa and her team provided a reliable team to help me try out my business ideas and execute my vision. I recognized that I'm great at coming up with new initiatives and plans, but I need help organizing the steps necessary to bring the initiatives to fruition. By working with Tressa I always see progress and feel like I'm moving forward in my business.

I've benefited so much from my work with Tressa and her team. I established a habit of blogging every week. I created packages and programs, and I overcame my aversion to putting myself out there.

Working with Tressa and her team will provide you with reliable, tech savvy help for your business operations and sound strategic advice. Tressa knows it all. Just listen.



**Toya Gavin**

*Coach and Founder  
of Woke Up Worthy*

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I am an artist with a bold vision and a large following, but little knack or desire to engage in the brass tacks of running a business. I knew I needed help organizing my projects, interfacing with service providers and clients, marketing, record-keeping, and more—so I hired Tressa.

Tressa not only delivers 100% on these fronts, but moreover, she gives me great advice. When I need input on business decisions large and small, Tressa is the first person I ask. Since she's been on board, I've been able to smoothly run large and expensive projects, handle clients seamlessly, and continue to generate more and more revenue. You will not regret hiring Tressa. This woman knows how to handle your business! And did I mention—she's delightful as hell?



**Dr. Lindsay Byron**  
aka Lux ATL

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Tressa made things feel so easy. When you've built your own business, there's so much institutional knowledge, so disseminating that knowledge is one of the hardest parts of hiring consultants. But she knew the questions to ask so that she could take things off my plate very quickly.

She would keep everything organized and managed so that we could more effectively run multiple projects without me ultimately being that person having to oversee it all.

Anytime I have an idea, I no longer feel like I have to figure out how I would make it work or what systems or partners I would need to implement my idea. I know I can go to Tressa, and she will tell me if an idea is in the best interest of my business based on the vision I have and the quality of life that I want. She's not just somebody who says yes and does whatever you ask. She'll challenge you in pursuit of getting what you really want.



**Alexia Vernon**  
Founder of Alexia  
Vernon Empowerment

Ready to scale smoothly? Secure your spot today!