



Turning Passion into Profit

Insight | Inspiration | Growth

OVERVIEW

Running a small business takes more than passion, it requires clarity, confidence, and a sustainable strategy. For many entrepreneurs, the challenge isn't their craft but juggling endless responsibilities, overcoming self-doubt, and figuring out how to grow without burning out.

Ascentim partnered with three business owners to help them refocus, align decisions with their values, and put strategies in place that fueled growth and balance.

CHALLENGE

Though their stories differed, these entrepreneurs shared common struggles:

- 1 Too many to-dos with little clarity on priorities
- 2 Confidence shaken by uncertainty and comparison
- 3 A passion-driven business missing the tools to grow sustainably

"Lisa Baker provided me with confidence and encouragement in developing my business."
– Nikalous McGrew

THE ASCENTIM APPROACH

We deliver virtual group coaching for entrepreneurs.

- Shared learning with other small business owners to build perspective and accountability
- Practical strategies to manage priorities and focus on what matters most
- Guidance to align decisions with values while growing sustainably



RESULTS

- Gained strategies and tools to manage workload and drive growth
- **Increased revenue by 10–20%** after applying new approaches
- **Saved up to 5 hours a week** through prioritization and automation

“Ascentim has helped me to see several things in my personal life and business I can do better and change. I can't wait to incorporate them!”
– Thriving Daily Media

CONCLUSION

Chaunté of Robinson's Reading Resources said, business coaching delivered "**sound, practical, and priceless advice**" along with "**the know-how. Lisa's gentle heart and spirit show that she loves to help others succeed!**"