Heidi Hattendorf
US Coach of the Year, and her weekends back

Heidi Hattendorf held executive roles from the Fortune 100 to large SaaS companies, with eleven years living and working in Europe. Three years ago she started her own practice. She advises companies turning over 5 to 20 million, about half of them in health tech and biopharma.

20+
businesses helped in her first years

25%+
revenue growth for at least two clients

US Coach
of the Year, and a bestselling author



Before	Executive roles from the Fortune 100 to large SaaS companies
Advises	Companies turning over 5 to 20 million, about half in health tech and biopharma

If you're asking

"I'm an expert, not a coach. Do I have to become one?"

This is Heidi's answer.

01 Before

Heidi wasn't escaping corporate life; she liked it. What she didn't like was having one client, and doing her deep work on Saturday mornings because the week was full of meetings and travel.

She also wasn't sure about "business coaching". She knew executive coaching and consulting well, but not this. The answer was that she didn't have to choose: she sells fractional marketing and go-to-market advisory, and coaching is how she delivers it. "I use more of the term advisory," she says.

> "My goal was to have that time freedom and more control over my schedule. And that's what I have."
>
> Heidi Hattendorf

02 The build

Her first client came from a networking catch-up that a mutual connection had set up. "She was so inspired by the fact that I had moved from corporate into forming my own business, and said, 'I'd love to have you take me on as a client.' I wasn't even looking for that."

The nine-step roadmap became the spine of her client work, even though her own specialism is marketing: "I'm drawing from all nine steps, because they're all relevant." Each engagement starts with two months on strategy and the plan, then moves to rolling 90-day action plans and a monthly rhythm.

03 Now

She keeps five to seven clients at a time and has helped more than 20 businesses, including four new ones she helped get off the ground. At least two clients have grown revenue by 25% or more. She passed £10,000 a month early on, and her income is now level with corporate, on fewer hours.

She has afternoons off, the gym first thing, no evening calls, and free weekends. She was named BCA's US Coach of the Year, and her book, The Marketing Growth Formula, reached Amazon's bestseller list.

In their own words

As it happened



First client landed from a single networking call

Watch · 18 sec



Heidi Hattendorf
4 days ago · Wins

From Corporate Leader to Confident Business Coach

Heidi used her executive experience to help small businesses grow, thanks to a proven methodology and support from Business Coach Academy.

She found the transition rewarding and now enjoys running her own business. "It's been an exciting journey.

I'm really glad I made the transition, and I love having my own business."

Like 24 | 10 comments



Heidi Hattendorf
3 days ago · Wins

New book launch and 2 years in business

My new book, 'The Marketing Growth Formula', launches on Wednesday, September 24th at 4pm ET/9pm BST. You'll be among the first to get a copy.

The book includes the coaching methods we learned in BCA and Profit Coach, plus an endorsement from Zander himself.

Thanks to BCA, Zander, and Pam for helping me build my business. Now I'm celebrating 2 years of a thriving consulting and coaching business.

My goal with the book is to give business leaders the core foundations of marketing that work no matter how things change.

Like 10 | 2 comments

BusinessCoach Academy

What Heidi would tell you

“If you're looking for community, expertise and a proven method, those are the reasons to do it. If you're leery at all, think of it as a safety net or a plan B.”

Heidi Hattendorf

See if it’s a fit

A 15-minute call with Pam, our co-founder.

businesscoachacademy.com/bookacall

Read it online, with the videos

Heidi Hattendorf’s full story.

businesscoachacademy.com/case-studies/heidi-hattendorf

Results vary with experience, market and effort. Figures are in the member’s own words.