



FOUNDER OF A 100-PERSON CREATIVE BUSINESS

He built a creative business to 100 people. One campaign later, he had five advisory clients

Will Walsh spent 25 years founding digital and creative businesses. One grew to around £7 to £8 million and 100 people, with expansions into the US, Canada, Hong Kong and Australia. Today he advises tech and creative founders, many of them raising investment.

1 week

from his first campaign to his first paying client

5 clients

ten weeks into one campaign

2 days

a week, alongside his own business

IF YOU'RE ASKING

“I still run a business. Can I build this without dropping everything?”

This is Will's answer.

01

Before

Central London, fifteen creatives to manage, and a business that got harder after COVID. Will had thought about coaching before and written it off. He didn't see how it would turn into a real practice.

**“It's giving me my enjoyment back.
It's like seeing the light again.”**

WILL WALSH

02

The build

He spent his first two months learning the system, then launched one campaign. He thought hard about his list and his message, and wrote to founders in his own voice.

His first paying client came from that first campaign within a week: "Two meetings in one week and done." He set himself a target of three clients by month five. Ten weeks into the campaign he had five, while still working two days a week in his own business.

The habit that made the difference was speed: "The key has been getting back to interested people straightaway through LinkedIn on my mobile. Since I only get a handful of leads a week, speed is critical."

Now

Will reached his tenth client within a few months. He works with founders at the moment that often decides everything, the raise. One client is on a no-win, no-fee basis, where the win is raising £700,000 or more.

The tools he leans on most are the BOSS dashboard, the 90-day plan, the three-year plan and the personal one-pager. One client wrote to say the best thing that had happened to them in the last few months was working with him.

IN THEIR OWN WORDS

As it happened



Will Walsh

4 days ago · 🏆 Wins



1 campaign, 10 weeks in, 5 clients and counting...

My target is now 8 clients by Christmas, all while working just 2 days a week outside my day job.

I've been coaching for the first time in my life, and one client messaged me this week saying "the best thing that's happened to them in the last few months is me."

Without BCA, none of this would be happening."

👍 Like 19

💬 5 comments



Will Walsh

1 week ago · 🏆 Wins



First paying client from my first campaign in just a week

Super chuffed. My first paying client is starting next week, straight from my first campaign. Two meetings in one week and done.

It may only last a few months to sort out their critical issue, but I'm on cloud nine for what might be.

I really thought about my list and my messaging, and went bespoke instead of using the sales pitch. Thank you to Zander and the BCA.

👍 Like 35

💬 16 comments

WHAT WILL WOULD TELL YOU

“I really thought about my list and my messaging, and went bespoke. Without BCA, none of this would be happening.”

WILL WALSH

See if it's a fit

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

businesscoachacademy.com/bookacall

Read it online, with the videos

Will Walsh's full story.

businesscoachacademy.com/case-studies/will-walsh

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