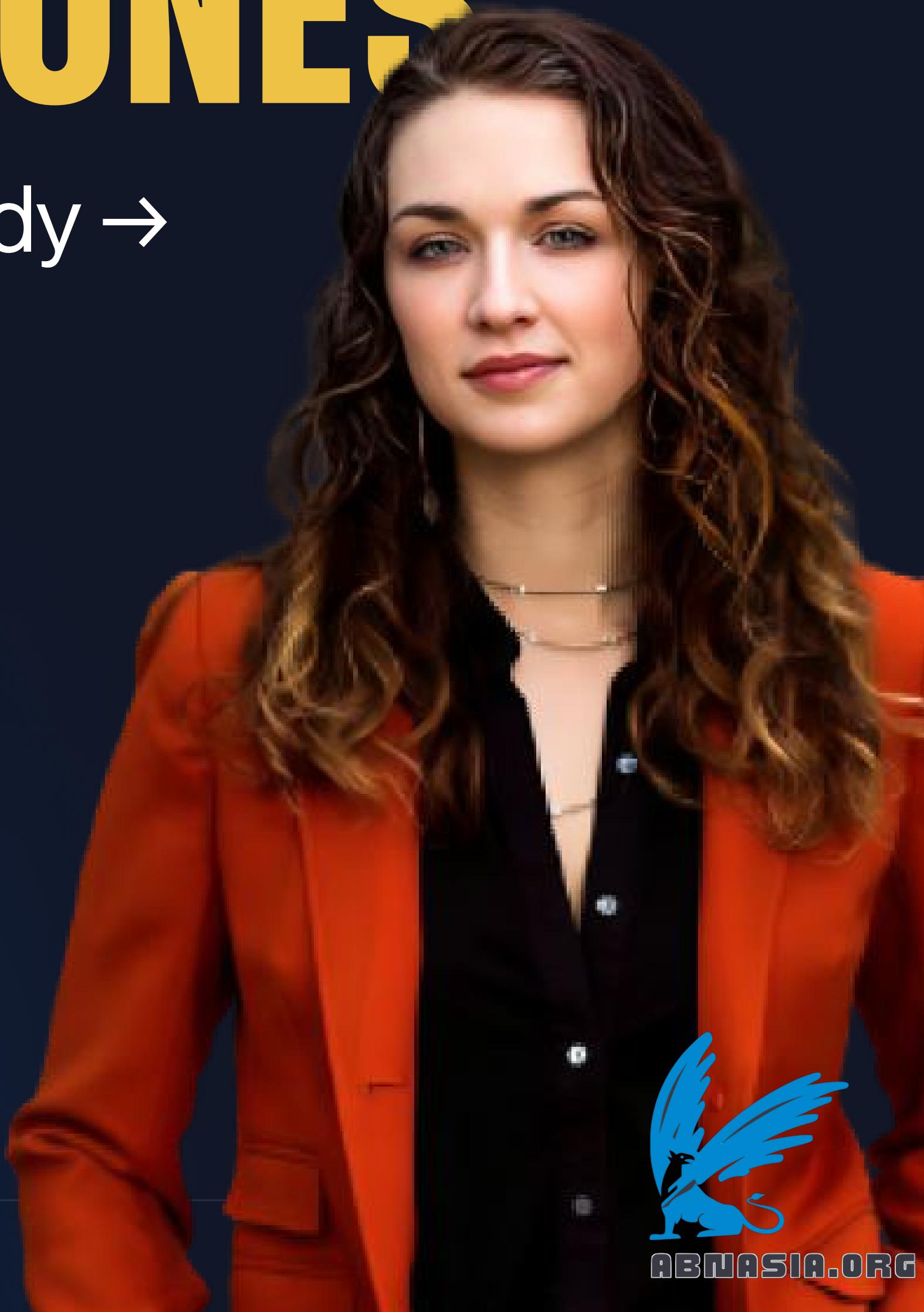


# WEBSITE DESIGN FOR **KASEY JONES**

Complete Case Study →



ABN ASIA.ORG

I REDESIGNED HER  
WEBSITE MAINLY  
BECAUSE OF THREE  
REASONS:

SCROLL



01

HER WEBSITE DIDN'T  
HAD A CONSISTENT  
MESSAGING.

SCROLL



Q?

HER WEBSITE WASN'T  
CONSISTENT WITH HER  
BRANDING AT ALL.

SCROLL



OR

HER WEBSITE WAS ALL  
SCATTERED WITH NO  
CLEAR PATHWAY OR  
CALL TO ACTION.



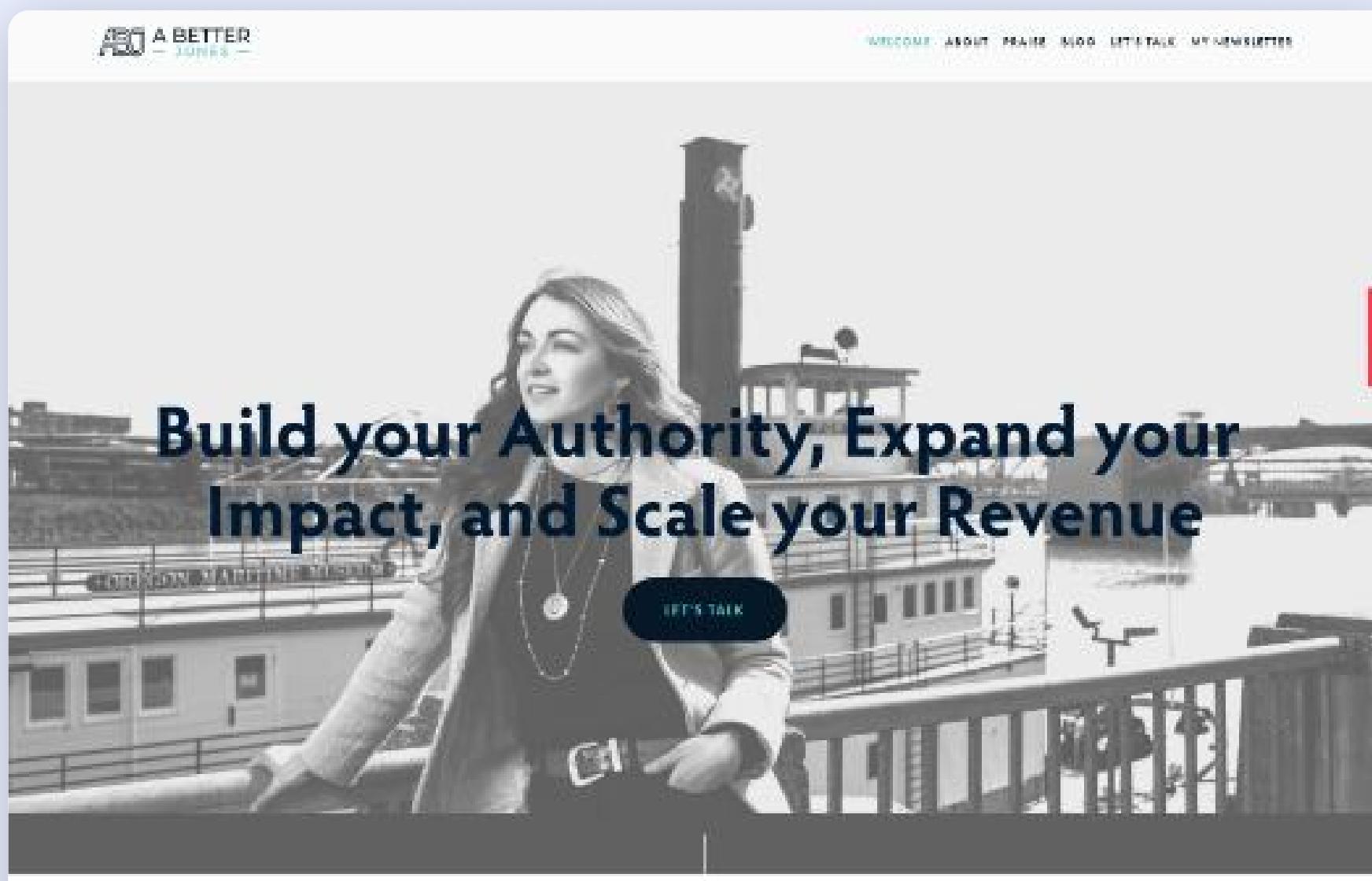
SCROLL



**HAVE A LOOK  
AT HER CURRENT WEBSITE.**

**SCROLL**





**Build your Authority, Expand your Impact, and Scale your Revenue**

[LET'S TALK](#)

## Make Investors, Partners, and Prospects Beg to Work with YOU.

Are you a CEO or executive ready to become better known for the work you do so you can grow your business, expand your impact, and attract career-changing opportunities?

We should talk.

I coach, consult, and advise founders, executives, and their teams to define the vision for their future, tap into their unique strengths, and finally build the online authority their work deserves.

## Grow your self. Grow your business.

[SUBSCRIBE TO A BETTER JONES](#)

If you are a builder, creator, or project starter who embraces life's challenges to extract the growth insights and lessons within them, my newsletter is for you.

Hit the button above to see the most recent issue and subscribe to get stories, frameworks, and resources delivered right to your inbox, every week.

## Some of the Ways I Can Help You Create a Business with Impact

- Build your **digital authority as an expert** to accelerate your business growth and have a bigger impact on the audience you serve.
- Stop waiting on the sidelines, overthinking your personal brand strategy and start **becoming known as your industry's go-to expert**.
- Discover your online voice to **build an authentic personal brand** that generates meaningful revenue and opportunity and makes you feel like the badass you truly are.
- Cultivate an **inner circle of influencers and super-connectors** to supercharge your business growth and validate your industry influence.
- Find **clarity in your vision for the next phase** of your business, career, and life so you can develop a bulletproof plan to achieve it.

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## Whom I Serve

### B2B CEOs & Teams Poised for Growth

You have a B2B business that has found product-market fit and built 7-8 figure ARR, but growth is slowing and you know you'll need to do something different to speed it up again. You have a hunch that elevating the personal brands of your team will be the secret to your next phase of growth. But you've posted on LinkedIn 3x in the last 5 years and you need help.

[LET'S TALK TEAM PERSONAL BRANDS](#)

### Experienced CEOs and C-Suite Execs

You have been wildly successful in the 20+ years of your career and are beginning to imagine the next phase of your professional life. Maybe you just sold your company, are preparing to in the next few years, or are planning to leave a long career in corporate America. No matter your situation, you know you want help defining your next chapter and building an authentic personal brand to help you build it.

[LET'S TALK YOUR PERSONAL BRAND](#)

### Solopreneurs + Small Business CEOs

You might be new to social media, but you are not new to business. You've got 10+ years of experience and are either a solopreneur or CEO of a small service-based business. You get most of your business through referrals and are tired of the feast-or-famine style of business. You know you do stellar work for clients and just wish more people knew who you were and what you do. You see people with 1/4 your experience blowing up on LinkedIn and are ready to give this whole LinkedIn game a try.

[LEARN MORE ABOUT THE PRO ACCELERATOR](#)

### Some of the Companies I Have Worked With:

RIPCORD BECK TECH PersistIQ Innovation Sila

### Here are a few resources that can help:



### 5 Steps To Build A Powerful Personal Brand

- How Entrepreneurs Just Like You Build Their Authority, Influence, and Impact... Faster Than You Think!
- My proven 5 step framework to building a powerful personal brand that can transform your career, business, and life.

[LEARN MORE](#)

### Become A Thought Leader In Your Industry

- The #1 reason why entrepreneurs struggle to build personal brands that actually grow their business
- How you can become a known and respected thought leader without bragging

[LEARN MORE](#)

### Establish Your Authority Through Podcast Interviews

- My Proven Copy-and-Paste Guide to Landing Interviews on Your Industry's Top Podcasts
- Build Your Personal Brand, Evolve as a Thought Leader and Grow Your Business or Develop Your Career

[LEARN MORE](#)



## Get my FREE Ebook!

Your personal brand is your most valuable asset.

People do business with those they know, like, and trust. Which means the strength of your personal brand — your reputation, influence, and network — can make or break your chances of growing your revenue, opportunity, and impact.

With this guide, you will be able to:

- Create a **Competition Free Strategy** that differentiates you as a powerful industry influencer
- Develop an **Authority Mindset** and build your confidence as an impact-driven leader in your industry
- Discover **True Clarity** to describe who you are, what you do, and why you do it in a way that attracts ideal clients – with ease
- Build an **Influencer Inner Circle** so you get the support, friendship, and strategic partnership of powerful leaders in your space

Join 1000+ CEOs who have built **Massive authority** as industry experts with this **FREE** training!

[I'M READY TO BUILD MY AUTHORITY](#)



I help entrepreneurs find their voice and become thought leaders who have real impact in their industry.  
But don't take it from me . . .



[ACCESS MY PROGRAMS](#)

### Kasey's Thought Leadership YouTube

Check out Kasey's latest videos on personal branding, thought leadership, LinkedIn and more!

[SUBSCRIBE TO MY CHANNEL](#)



Stop Wasting Your Time Trying To Go BIG On LinkedIn Company Page - And What To Do Instead



The Quickest Method to Growing Your Following On LinkedIn in 2021



Why Startup Founders Forget About LinkedIn Profile Optimization and Become An Expert Authority



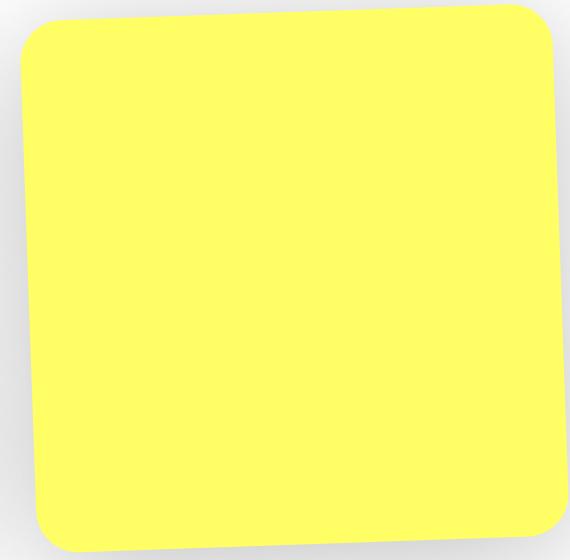
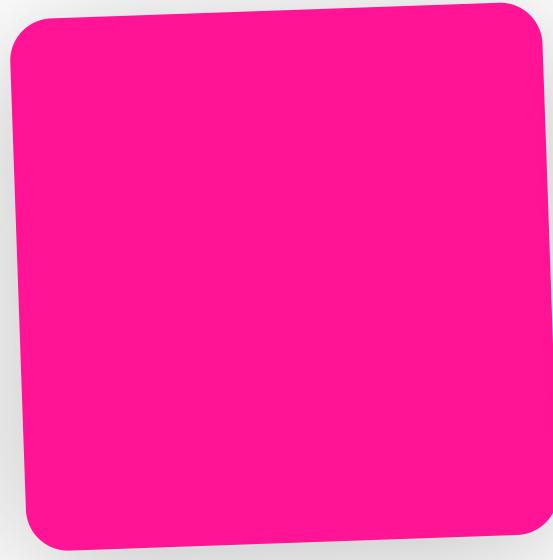
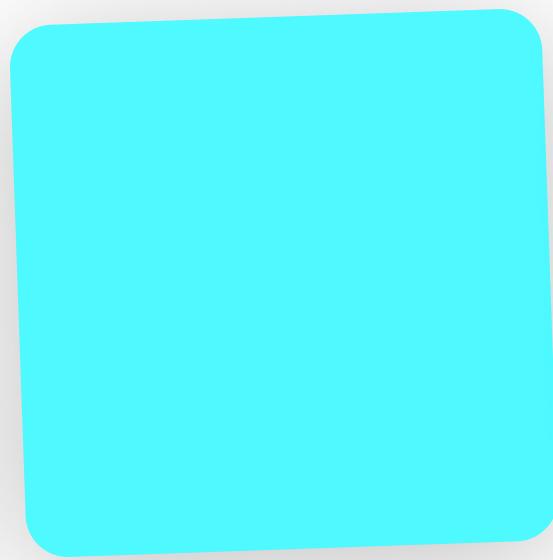
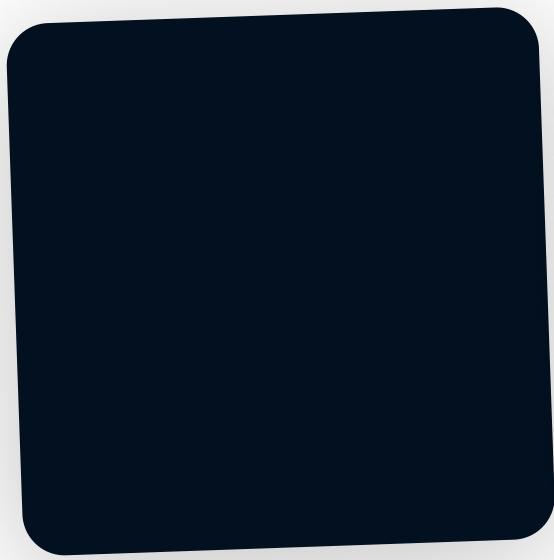
IT'S KIND  
OF MESSY,  
RIGHT?



THEN, LET'S  
REDESIGN IT



# HER BRAND COLORS FROM HER BANNER



SCROLL

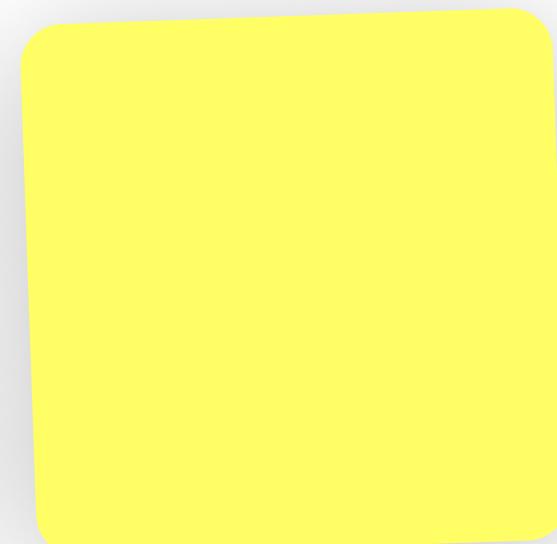
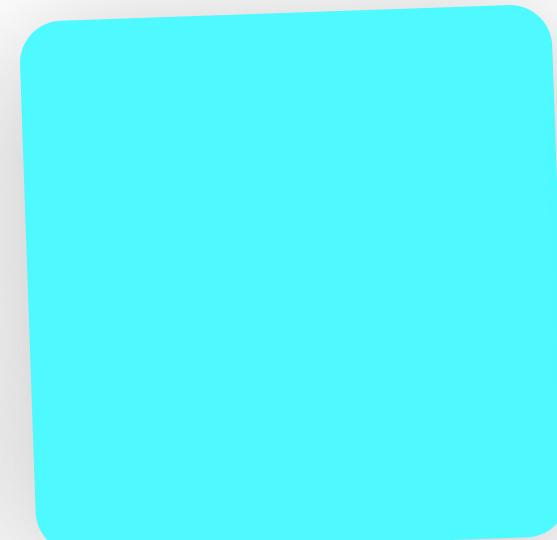
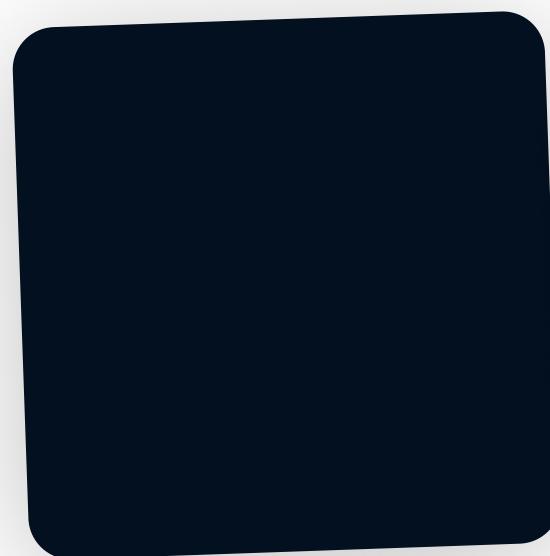


Get free LinkedIn advice 3x/week in the PYP newsletter



**HELPING** build **AUTHENTIC**  
**CEOS** personal brands  
that generate **WEALTH & IMPACT**

Book a call to become your industry's go-to expert



**SCROLL**



@Itsshaheeruddin  
**ABN ASIA.ORG**

**HERE'S THE  
FINAL LOOK OF  
HER WEBSITE**

**DON'T STOP  
SCROLLING**



**KASEY JONES**

Business • Web Writing • Marketing • Email • Newsletter

**BUILD YOUR AUTHORITY, EXPAND YOUR IMPACT, AND SCALE YOUR REVENUE**

I help CEOs build authentic personal brands that generate wealth and impact. Book a call now to become your industry's go-to expert!

[Schedule a call now →](#)



## I AM KASEY JONES

Your Personal Brand Consultant & Coach, Business Growth Strategist, and Personal Hype Woman

I'm a personal brand coach and consultant with nearly 20 years of experience in early-stage growth strategy, B2B sales, and personal brand development. I help CEOs and C-suite executives harness what makes them unique to build high-growth businesses with impact.

I founded A Better Jones to help founders and their teams create smart, scalable growth strategies that align with their values and vision. My background in startups and political campaigns taught me to thrive in chaos, embrace challenges, and achieve big results with limited resources.

I've partnered with brands like Gwen Stefani's GIGI, PIE accelerators, and True Venture Partners, and I've coached over 1,000 professionals to find their voice, build authority, and align their careers with their vision. The result? More income, meaning, and purpose.

## Some of the Companies I Have Worked With



## MY GUIDING PRINCIPLES

### Lead with Empathy

Empathy is probably the skill that could solve all the world's problems. At work, it can drive team health, happiness, and performance. And it can help you understand and connect with your buyer, while transforming your customer's experience. If there were a silver bullet, empathy would be it.

### Harness your Grit

Most startups fail. Just like most New Year's Resolutions. Grit - or your ability to persevere in pursuit of a long-term goal - is what enables continuous improvement and is critical to your success. You are stronger, grittier, and more resilient than you realize. Don't let failure. Embrace it. Learn from it. Grow from it. And keep moving.

### Give First

We're not in the business of strongarming, hivelike climbing, or any other idiom expressing our lack of generosity. Nope, we aim to do good in this world and that means being generous with our time, expertise, and resources. Let us know how we can help. Find one way you can give back, every damn day.

**Honest Always**  
When you own it honest - and we mean truly, not just here and now yourself and your team - the chance to connect, learn, and grow. You can only trust to be real and honest always, even when it's hard. Practice hard conversations. Lay your cards on the table. Be vulnerable.

**Strong Back, Soft Front**  
We don't run from truth or challenge. In fact, we welcome both, but we do so with an open mind and an open heart. You need to be tough to make it in this world, but you also need to be kind.

**The hard way is the easy way**  
Short cuts lead to poor results. Slow work will yield long-term gains in mind. You find insights slow down in the short term, but it accelerates growth for the duration. The best things in life are the result of hard work, discipline, and consistent commitment.

## MAKE INVESTORS, PARTNERS, AND PROSPECTS BEG TO WORK WITH YOU.

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Some of the Ways I Can Help You Create a Business with Impact



### 1. Build Your Digital Authority

Accelerate your business growth and make a bigger impact on the audience you serve by establishing yourself as an expert in your field.



### 2. Stop Overthinking, Start Taking Action

Don't wait on the sidelines—stop overthinking your personal brand strategy and start becoming known as your industry's go-to expert.



### 3. Discover Your Online Voice

Build an authentic personal brand that generates meaningful revenue and opportunities, making you feel like the badass you truly are.



### 4. Cultivate Powerful Connections

Create an inner circle of influencers and super-connectors to supercharge your business growth and validate your industry influence.



### 5. Find Clarity and Create a Plan

Gain clarity in your vision for the next phase of your business, career, and life so you can develop a bulletproof plan to achieve it.

## DON'T TAKE IT FROM ME

(Listen to what Seth Rosen has to say)

"After following Kasey for a while and being impressed by her ability to create consistent, engaging, and valuable content, I began working with her on building my own content. She's given me simple, actionable advice on how to continue to grow my business through authentic content."



Seth Rosen  
CEO Hashpath

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ABN ASIA.ORG

**IT'S  
AWESOME,  
RIGHT?**



OVERALL



**HER WEBSITE  
NOW HAS A CLEAR  
MESSAGING.**

**SCROLL**



HER WEBSITE HAS A  
BETTER AND A MORE  
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AND DESIGN.

SCROLL



**HER WEBSITE COLORS  
RESONATE WITH HER  
BRAND COLORS.**

**SCROLL**



**INSTEAD OF BEING  
MESSY, HER WEBSITE  
PROPERLY ALIGNS  
WITH HER BRAND  
MESSAGING.**



**SCROLL**



**SHE HAS ALL HER  
IMPORTANT OFFERS  
ON HER WEBSITE.**

**SCROLL**



**HER WEBSITE NOW  
LOOKS MORE  
PROFESSIONAL.**

**SCROLL**



# SO THERE YOU HAVE IT!

Kasey Jones now has a better website that she can show to her audience and potential customers.

It acts as a central hub for all her information.

