



How \$1K1Day Helped Michelle Whyte Create Multiple Income Streams While Following her Passions

CASE STUDY



“I’m no longer this wallflower. \$1K1Day gave me a strategy to get the business I want versus waiting for it to come to me. It really opens you up to serve in multiple ways.”



Michelle Whyte,
CEO, Ambiance Special Events &
MichelleAWhyte.com

The Client

Michelle Whyte

What Michelle Learned

- How to create multiple income streams
- How to package and monetize her knowledge
- How to stop chasing clients and shift to a more strategic approach



INDUSTRY

Special Events
& Professional
Development Coaching



LOCATION

Global

Michelle Whyte loves making details work together in harmony — but as a military wife, she needs a “portable” career that she can easily relocate. That’s why she founded Ambiance Special Events, a company dedicated to celebrating weddings and other milestones.

The Challenge

Happy clients, but no repeat business

Ambiance Special Events helps busy people pull off the weddings and celebrations of their dreams. Since 2005, Michelle has devoted many long Saturdays to these intricate, highly personalized events. But since most of her clients were brides, Michelle didn’t have much repeat business. Even the most satisfied clients didn’t plan another wedding.

Seeking to diversify, Michelle earned an Etiquette Business Certification from the Emily Post Institute. She loved the new knowledge but wasn’t sure how to incorporate it into her work.

Michelle needed a more strategic approach to her business that would diversify her income and let her spend more time working with clients — and less time finding them.

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“I was tired of feast and famine in my business, of chasing down clients. I needed to know how to fix my business where I already was. It was too late to go back to the beginning — I’d already been in it for a decade. I wanted to learn how to run it better.”

The Solution

Strategies to diversify her income — and the support to make it happen

Michelle joined the \$1K1Day Academy to re-invent her business. She was drawn to founder Nicole Walters’ corporate strategy background that helps entrepreneurs clarify their vision.



Through the step-by-step \$1K1Day program, Michelle learned how to:

- Improve her website to align with customer needs
- Repackage and monetize her knowledge into consulting and digital downloads that clients love (and purchase)
- Create multiple income streams that require less hands-on time
- Reframe her entire approach from transactional to strategic

Michelle was also invited to join the \$1K1Day Richfriends community. There, she learned from other business leaders who understood her challenges and obstacles. They acted as a personal sounding board as she planned her next steps, then cheered her on.

In fact, Michelle used her \$1K1Day training to improve Ambiance — and to launch a second business built on other passions. This new business, MichelleAWhyte.com, offers professional development coaching that serves an entirely new client base.

Using \$1K1Day strategies, Michelle launched her new business with a clear vision and multiple income streams, right from the start.

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“\$1K1Day takes you through a really comprehensive process that, no matter where you are, you have next steps. That structure is important for any entrepreneur.”

The Result

Multiple income streams that give Michelle stability and flexibility

Thanks to her \$1K1Day experience, Michelle better understands how to value her knowledge, expertise, and ideas.



With multiple income streams, she can earn without having to be on-site for weddings every weekend. Instead, Michelle now sells consulting services that she can perform from anywhere — insulating her from COVID-19 disruptions.

Today, she books paid 30-minute consulting sessions rather than answering “quick questions” with potential clients. She is also packaging her decade of event planning expertise into downloadable eBooks.

Through this approach, Michelle is reaching new, lucrative audiences. When a school asked her to quote a 90-minute virtual training session, she used her \$1K1Day lessons to calculate a rate. The school didn’t hesitate when she asked for \$1,275.

Michelle is now confident that her profitable career can follow her passions — and her husband’s relocations. She’s no longer “trapped in a box.” With the strategies and clarity gained from \$1K1Day, she is building a solid foundation for her family’s future.

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“\$1K1Day really showed me how to package my knowledge in a way that’s valuable. With these strategies, I can serve consistently from anywhere in the world. That’s huge for me.”

Stop chasing customers. Build multiple income streams that keep the revenue flowing.

Learn how to build your business from the ground up with the support of \$1K1Day.

[Get started →](#)