

How an HR Consultant Turned Expertise Into Income Freedom.

She went from trading hours for dollars to building a business that works beyond her calendar.



THE CHALLENGE

Our client was a skilled HR consultant with consistent demand, but her business was built on her time.

- Trading hours for income
- No scalable offers or assets
- Inconsistent lead flow
- Overwhelmed and burned out



WHAT WE BUILT

We created a streamlined business system that positioned her expertise and created scalable income streams.

- ✓ Signature HR consulting packages
- ✓ Digital products & templates
- ✓ Lead magnets & nurture system
- ✓ Authority-building website
- ✓ Systems for sales & delivery



THE RESULT

Instead of selling only hours, she built a business generating **\$4,000–\$10,000 per month** through products, consulting, and systems that work beyond her calendar.

“Hedged helped me turn the skills I’ve used every day at work for a decade into a business that finally gives me time and financial freedom. I wish I knew I could do this sooner.”

— HR CONSULTANT

THE PROBLEM

Trading time for money has a ceiling.

Every client, every call, every appointment takes energy that can’t be duplicated.

Her income was limited by her availability.

OUR STRATEGY

We built multiple ways for her expertise to serve, support, and sell.

Digital products. Signature offers. Premium positioning. Systems.

We created income streams that don’t require more hours.

THE HEDGED ADVANTAGE

- ✓ Positioned her as the expert
- ✓ Packaged her services for premium value
- ✓ Created digital products that scale
- ✓ Built systems that attract, sell, and deliver
- ✓ Increased monthly revenue to \$4K–\$10K+
- ✓ Reclaimed time and flexibility



THE TAKEAWAY

You already have the expertise. Now build the income to match. Build once. Earn beyond your hours.