



CASE STUDY

KELLY DREWETT

Kaydee Web



"In the last three years, I've doubled my revenue. Mastermind9 gave me the confidence, tools, and support to finally grow like a real business leader."

**MASTER
MIND9**

kaydee web



KELLY DREWETT

MASTERMIND9 SUPERPOWERS

After 25 years freelancing in web design, Kelly Drewett joined Mastermind9 to grow as a leader. With their support, she built a team, doubled her revenue, and now leads with confidence, purpose, and clear boundaries.



SYSTEMS THAT STICK



EXCEPTIONAL LEADERSHIP



CALM CONFIDENCE

25

YEARS IN BUSINESS

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KELLY'S STORY

Kelly's fascination for the internet started way back when she was 16, when it first became accessible. Around the same time, she made a few bad decisions as an independent teenager, and dropped out of school in 12th grade.

She had every intention to go back to school, but she landed a digital illustration job, and the money was good.

At 17, a couple offered to train her in web design, and she jumped at the chance.

This was the genesis of her love for websites, and has carried her through 25 years running her own successful business.

By 19, she had signed her first client and launched her own web design business. And for the next 20 years, she worked as a freelancer, traveling across Canada, the U.S., Asia, and Western Europe, the digital nomad lifestyle before it was even a thing.

Five years ago, she decided that she wanted to actually become a business leader. She has since onboarded two team members and plans to expand the team next year.



From solo to CEO – Kelly's now building with clarity, charging her worth, and leading a team.

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“That’s the power of Mastermind9. A single question can change everything.”

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JOINING MASTERMIND9

Kelly had been a long-time client of Networking-in, one of Outside Ideas’ brands, but she wasn’t sold on Mastermind9.

Spending half a day talking about other people’s businesses? Didn’t seem like a priority.



“I didn’t have the money, and to be completely honest, I didn’t see the value in spending half a day chatting about other people’s businesses. I just didn’t think it was worth my time.”

Pete kept telling her she’d be a great fit, but she resisted for ages. Eventually, after enough conversations (and a free spot opening up in The A Team), she took the plunge, though still a little skeptical.

Slowly, though, things clicked. She realised Mastermind9 was like having a group of business coaches, but at a fraction of the cost.

With Pete, Sarah, and nine other business owners in her corner, she was getting expert feedback and real support, all wrapped into one.

For a growing business, that kind of value was hard to ignore.

CHALLENGES BEFORE JOINING

Before joining Mastermind9, Kelly could not see the bigger picture.

She was so caught up in the daily grind, helping clients with their websites, that she completely deprioritised growing her own business.

But it went deeper than that.

Kelly's impostor syndrome led her to believe she didn't have what it took to be a proper business leader in the industry.

"I didn't have the confidence to see myself as a business leader, a proper business owner. Someone who could actually lead a team."

By working alongside other business owners, she realised their struggles were exactly the same as hers.

"I built my confidence seeing other people going through the same things as I was going through.

I went from freelancer to, 'Okay, I'm going to grow this business. I've got the confidence and I know what I need to do because I had the tools and stuff as well, which M9 gave me.'"

HOW MASTERMIND9 CHANGED THE GAME

Before Mastermind9, Kelly's approach to business was more reactive than planned.

"I was very much, I'll just do this when I need to, basically living out of my inbox."

That all changed when she joined Mastermind9. She started using better tools, some recommended by the group, others she discovered herself.



CASE STUDY

Now, she's more organised, plans ahead, and has solid systems in place instead of running on day-to-day chaos.

But the biggest shifts weren't just in business, they were personal, too.

"I started looking at how I spend my time. I was drinking alcohol, which is fine, but I realised it was dulling my brain. **A lot of people in Mastermind9 focus on self-development as well as business, and that's been huge for me. It's made me stronger, helped me handle stress better, and ultimately made me a better leader.**"

One of those self-development shifts? Miracle Mornings.

"For the past couple of years, I've been getting up at 6 a.m. to meditate, stretch, and do some breathing exercises before work. Then I fit in a bit of exercise before diving into my day. It's amazing because I get all these things done before work even begins."

For Kelly, Mastermind9 changed both her personal life and business. How she runs her business and how she runs herself.

"A lot of business owners forget to look after themselves and end up completely overwhelmed. That was me before Mastermind9. Now, I set better boundaries, charge what I'm worth, and actually have the energy to run my business properly."



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THE MASTERMIND9 EFFECT

Before joining Mastermind9, Kelly's days were chaotic.

"I'd start my day with no real plan, just tackling whatever was at the top of my inbox."

That changed when her group helped her master scheduling. Now she plans two months ahead, balancing deadlines, personal time, and even hospital visits.

"My clients know exactly when their work will be done, and I know exactly what I'm doing each day. There's no more chaos."

Hiring her first team member was daunting, but the group made it manageable.

"It was a huge help to learn from others about onboarding, supporting my team, and actually leading."



Then there was pricing, something she'd struggled with for years.

"After 25 years in business, I still wasn't charging my worth. **Mastermind9 gave me the confidence to raise my prices gradually, consistently, and with zero guilt.**"

These shifts made Kelly's business more successful and sustainable.

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THE PROOF IN THE PUDDING

In the last three years, Kelly has doubled her revenue. She considers this a massive success, especially since she essentially had to start building systems for her business from scratch.

“I really wanted a solid foundation and to make sure that everything was in place first.”

Rather than chasing rapid growth, Kelly focused on creating a business that could scale sustainably. She took her time, ensuring that each step forward was deliberate and structured.

Beyond financial growth, she has also expanded her team. Bringing on her first employee freed up valuable time, allowing her to focus on the bigger picture of her business.

But as her client base grew, so did the workload, leading her to take the next big step, onboarding a second team member.

“Bringing in my first team member gave me more time, and now that I’ve hired a second, I can see how the business is scaling in a really structured way. I know the direction we’re headed and it all feels really solid.”



SURPRISES ALONG THE WAY

Kelly initially thought spending half a day with other business owners would be a waste of time. Now, she sees it completely differently.

“What surprised me was how much I love spending half a day with other business owners talking about my business and talking about their businesses.”

The feedback she received was invaluable, even when she wasn't in the spotlight. Every session brought fresh insights, ideas, and solutions she hadn't even realised she needed.

“That was the biggest surprise for me. The fact that you're taking a whole half-day out of your schedule, but it's still so valuable.”

The camaraderie was another highlight. She also found an unexpected bonus - the wider Mastermind9 network, offering support beyond her own group.

“Knowing that every quarter, there's the 90-day planning session. It's nice because you get to see all the other Mastermind9 members and watch them grow their businesses.”

What she once saw as a time drain has become one of the most valuable parts of her business journey.



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BEYOND THE BUSINESS

For Kelly, Mastermind9 hasn't just helped her business, it's changed her life in ways she never expected.

Before joining, she had already started focusing on her health and self-development, but doing it alone was tough.

Progress was slow, and without anyone to hold her accountable, it was easy to let things slip. That changed when she found herself surrounded by a group that genuinely cared not only about business, but also about her.

“If you're sharing something like, I'm not exercising enough, you've got an accountability buddy who checks in on you. It's not only about business. You can bring personal goals to the table, too.”

That sense of accountability kept her going.

**“WE'RE ALL HERE FOR
BUSINESS, BUT WE
GENUINELY CARE
ABOUT EACH OTHER.
THAT SUPPORT GOES
BEYOND WORK, AND
THAT'S A REAL
BONUS.”**

What started as a business decision became something much deeper, a community that pushes her to be better, both professionally and personally.

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What's next for you

and your business, and how has Mastermind9 helped shape that vision?

Kelly has always dreamed of using her skills to make a real difference.

“I’ve always wanted to train people in the digital world who are living in poverty or don’t have access to computers. There are so many talented people out there who just need an opportunity, and I’d love to be the one to help give them that.”

At the same time, she’s setting big goals for her business, aiming to double her revenue again next year and expand her team.

“I want to grow faster this time, bring on more team members, make sure our clients are super happy, and be really clear on what we offer. It’s all about refining our packages, tightening up processes, and making sure nothing gets dropped.”

With every step forward, Kelly is building something bigger for herself, and for those who need it most.

*At
Mastermind9,
we help
purpose-
driven
business
owners grow
faster, and
build
something
that matters.*

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MASTERMIND9 IN A NUTSHELL



When asked to describe Mastermind9 in one sentence, Kelly says, “Mastermind9 has given me **friendships, growth, confidence, understanding, and even better well-being.**”

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