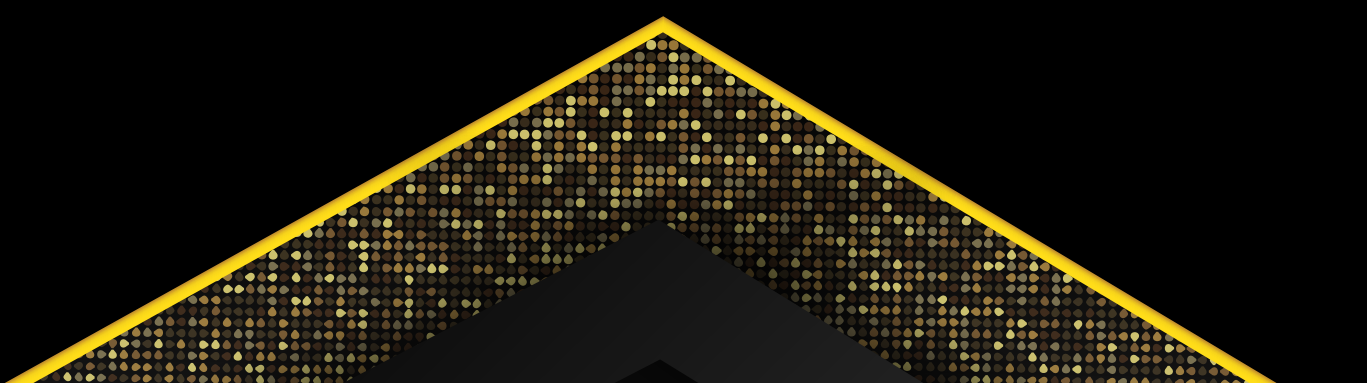




From Zero to \$2K a Month Part-Time:

How Cassandra's Systems Helped a First-Grade Teacher Turn
Pearly White Lounge into a Profitable, Stress-Free Business



**"Cassandra has this rare ability to scale solutions—for
a large chamber or for my one-woman show. That's
the definition of an expert."**

Sara Ramirez



About the Client:

Sara Ramirez is the founder and CEO of The Pearly White Lounge, a Texas-based studio specializing exclusively in professional teeth whitening. Clients book either a one-hour session or a 30-minute touch-up. Sarah focuses on creating results that go beyond cosmetics.

“What I love about it is the result at the end. It’s not just a cosmetic procedure—people really do have a brighter smile, and they see themselves like, wow, I didn’t know. It brings them so much joy and confidence.”

Her clients are mainly young professionals between 25 and 45 years old, with women making up the majority. Alongside entrepreneurship, Sara has spent 17 years teaching elementary school and recently moved to a virtual academy role.

“I have little ones, so working from home lets me be present for them. This business started as a side hustle, and I wanted it to be professional and sustainable without adding stress on top of everything else I juggle.”





The Challenge:

Scattered systems and lost leads left Sara overwhelmed as she managed contacts, bookings, and follow-ups

When Sara launched The Pearly White Lounge, she was doing everything by hand, which quickly became unmanageable.

“I’ve been handling everything—from customer relationships to call-backs and follow-ups. It became more and more challenging to balance meaningful customer connections with gathering contact information. I was constantly asking, ‘Can I get your number? Can you write it down for me? Can I text you back right away?’”

The problem was compounded by having clients reach out through different platforms, creating confusion and missed opportunities.

“I also had multiple social channels, with people reaching out through Instagram, Facebook, and text. It was hard to keep track of who contacted me where, and at times, those leads were getting lost.”

On the operations side, simple tasks turned into bottlenecks. Routine scheduling became a source of frustration, as she tried to balance business with motherhood and teaching.

“Before, clients would throw out dates and I’d have to check if I was available, only to realize something overlapped—especially since I’m also a mom and have another career.”

Collecting deposits, a critical step to secure bookings, was another recurring pain point that cost her time and clarity.

“Before, there were misunderstandings—clients assumed the date was secured, but I still needed to follow up to confirm and collect the deposit.”

The lack of structure didn’t just impact operations—it limited Sara’s ability to grow and left her feeling stretched thin. The lack of systems weighed heavily on her.

“Well, I’m a one-man show, so I was very limited in what I was able to do. In the past, I wasn’t able to sign up as a vendor at fairs because I thought, ‘Oh, it’s going to take too much time if it’s just me.’ I wanted to make those personal connections, but I was also trying to collect information with my little clipboard... so I was missing a lot of potential connections.”

Then came the move to a new city, where Sara no longer had an established network to lean on. That added another layer of stress.

“With a small business, word-of-mouth is everything, and I found myself asking, ‘Who do I talk to about my business? How do I find new customers in a city where I don’t know anyone beyond my brother?’”

It was at that point when she realized that continuing without a system would make sustainable growth nearly impossible. She needed to find a solution to keep her business running.



The Solution:

Simplifying bookings and follow-ups: the smart systems that freed Sara to grow with confidence.

Everything shifted when Sara attended a Women Executives networking event and met Cassandra Aguillon. What started as a casual conversation quickly became a turning point for her business.

“She [Cassandra] asked me about my business, and right away she could see where I was getting stuck. She broke things down and showed me how systems could take the stress off my shoulders.”

That single exchange revealed the bottlenecks holding Sara back and gave her a clear path forward.

Cassandra Aguillon is the founder of Evermore Digital, a consultancy that helps service-based businesses scale without burning out. By combining strategic insight, backend structure, and done-for-you automation, she equips founders to reclaim time, streamline operations, and grow sustainably—without adding more hours or staff.

The first step Cassandra tackled was helping Sara stop losing potential clients. Vendor events and community fairs had once been overwhelming, with Sara juggling clipboards and conversations. Now, the process looks completely different.

“A great solution came from Cassandra—she created a QR code for me. If someone comes by while I’m busy, I can say, ‘I’ll be with you in a minute, but in the meantime, please scan the QR code.’ All they have to do is hit send, and they immediately get a response: ‘Hi, I’m Sara. Thanks for your interest in Pearly Whites. Here’s my booking link.’”

With the QR code in place, Sara no longer stresses about missing leads. Even at crowded events, every contact is captured automatically, and the follow-up begins right away.

“At vendor events, I couldn’t possibly answer questions for that many people while also collecting contact details. But with their phone, they can quickly scan, and I still capture their info in my database.”

Beyond events, Cassandra built a system that worked in Sara’s everyday marketing. Whether it’s a flyer, a silent auction donation, or a sponsorship, the QR code allows Sara to connect with potential clients even when she isn’t there in person.

“Tomorrow I’m sponsoring an auction item... On my flyer it will say, ‘Thank you for supporting [organization name], sponsored by Pearly Whites,’ with the QR code included. People scan it, and I immediately have their info, even if I’m not there in person.”

Another breakthrough came with booking and scheduling. What used to be a confusing back-and-forth with clients across texts, Instagram, and Facebook is now handled seamlessly in one place.

“Specifically, my initial problems were with texting and booking. The website Cassandra created for me now manages all my bookings and integrates with my communication system. We use texting, the booking website, and the QR code together. The software we use for managing everything is called Helix—that’s how I’m able to control and streamline it all.”

The central system also opened the door to something Sara had never had before: a growing database of clients with automated follow-ups.

“Now, I have over 100 clients in my database, and I can easily automate messages to all of them. When I want to run a promotion, I can send a text to my entire database directly through the website. The best part is that each client receives it as an individual message—it feels personal and private, not like a group chat.”

With operations under control, Cassandra shifted focus to long-term strategy and growth. Together, they mapped out business priorities in phases—first fixing booking, then building a client base, and now moving into consistent social media.

“She helped me prioritize: first fix booking, then work on social media, then expand my presence. She always made it manageable, while still pushing me to grow.”

Cassandra also introduced Sara to customized AI tools that help her create content aligned with her brand voice, making social media less intimidating and more authentic.

“She introduced me to a customized AI tool to help with social media. It knows my business’s vibe—luxury but affordable, appealing to young professionals and moms. When I ask it for content ideas, it generates posts and reels that actually sound like me.”

Looking back on the journey so far, Sara is clear about the difference these solutions have made.

“Honestly, what I’ve accomplished in one year would have taken me years without this system.”





The Results:

From zero clients to \$2,000/month part-time: measurable growth powered by automation

The first turning point came when Sara saw the power of her new QR code in action. At her vendor event, dozens of people scanned it, and Cassandra helped her understand why those touchpoints mattered so much.

“When I saw how many people scanned my QR code, I realized I needed to use it everywhere... After that single vendor event, I ended up with five bookings, compared to the past where I might have walked away with only one.”

Beyond the bookings, the system positioned her as a savvy professional in the eyes of her peers. Other small businesses were impressed and invited her to collaborations.

“From that single vendor event, in just a couple of hours, I gained five new clients. I also secured two collaborations with other small businesses... One collaboration led to me being part of their ‘12 Days of Christmas’ campaign, and from that alone, I gained about 100 new followers in one day.”

The growth was immediate and measurable. What began as a brand-new venture soon turned into steady weekly bookings.

“When I started working with Cassandra, I had just moved and hadn’t even had my grand opening yet. I went from having zero clients to now seeing, on average, four to five clients per week.”

Revenue followed suit, giving Sara a part-time income stream that felt substantial and sustainable.

“In general, I’m making about \$500 a week, which comes out to around \$2,000 a month. For me, that’s a big jump—going from zero to that amount, completely part-time.”

The systems didn’t just boost numbers—they lightened her mental load. Now, instead of chasing messages or deposits, Sara can focus on her clients.

“This has really taken stress off my plate. I don’t have to constantly check my DMs or worry about missing an appointment opportunity... Everything is automated, professional, and streamlined.”

With bookings handled, Sara gained freedom to lean into what she loves most: making genuine connections with her clients.

“I feel a lot of freedom with my bookings now. The automated system sends confirmations, directions, and reminders. It’s smooth and professional. Where I’m still learning is making more personal connections with clients through segmented texting.”

Clients have noticed too, praising the smooth booking and check-in process.

"I consistently hear that booking is really easy and fast... Waivers are automatically sent and filed, deposits are collected upfront, and payments are seamless. Clients love how professional it feels."

The improvements even extended to reviews and social proof—areas Sara once struggled to capture.

"I actually just got my first official Google Review the other day, which was so exciting. Cassandra has automated the process so clients get a message asking for a review right after their appointment."

Looking back, Sara wishes she had found Cassandra sooner. But the foundation they've built gives her confidence not just for today, but for future growth.

"When I moved to a new city and started my business, I was on my own for about six months before I found Cassandra. Looking back, I wish I had hired her six months earlier."

Most of all, she credits Cassandra for making growth attainable and structured instead of overwhelming.

"Her mind is always thinking ahead strategically, almost like she knows the entire lifecycle of a business. She reminded me that I can't just rely on word of mouth—I need systems to make sure when people come to me, I can book them smoothly and keep them engaged."

And when asked what she'd say to other business owners who are hesitant about working with Cassandra? Sara's answer is simple:

"Honestly, I would just say: meet her. That's all it takes. Once you get the opportunity to speak with Cassandra—even for a short time—she immediately catches on to what you need."

"Many business owners don't even know exactly what their problems are. But in conversation, she picks up on the gaps right away... She doesn't just say what to do—she provides a clear system of operations and lays out the next steps."

What stood out most was Cassandra's ability to turn overwhelm into action.

"She always makes sure there are actionable items. She breaks things down into manageable steps—tidbits that are digestible and doable. For a solo entrepreneur, that makes a world of difference."

Ultimately, Sara says the systems Cassandra built allow her to focus on growth instead of getting buried in the details:

"Her approach helps you see that, yes, it takes effort on your part, but the systems she sets up will also do much of the heavy lifting. That allows you to work smarter, not harder."

Ready to experience the same clarity and growth in your own business?

Book a strategy call with Cassandra today!

