

# HOW STEPH THOMMEN WENT FROM ZERO REVENUE TO 6-FIGURE SOLOPRENEUR WITH THE HELP OF MOE CHOICE AND THE 216 PROGRAM



## HIGHLIGHTS

### CHALLENGE

Steph Thommen is an HR professional with over 20 years' experience building strong teams. When she was made redundant for the second time in nine months, she'd had enough of being an employee.

She felt it was time to start her own business, but wanted guidance.

### SOLUTION

Steph signed up for Moe Choice's 216 Group Program: 21 steps to helping Solopreneurs hit 6-Figure Freedom within 12 months.

### RESULTS

10 months after being made redundant, nine months after starting the program, Steph achieved 6 figures in her business.



**When I started on my own, there were a lot of things I wanted to do. What the program helped me see is that very few of the things I wanted to do were of actual value to what I was trying to achieve. And so the 216 enables you to pinpoint what you need to do, and just do that.**



Steph Thommen,  
Fractional Head of People  
6-Figure Solopreneur

## CHALLENGE

**Made redundant twice in a single year, Steph decided it was time to become a solopreneur**

2022 was a rollercoaster year for Steph Thommen. In February, she was made redundant from her job as Head of People at an insurance software provider.

She hustled in her search for a new job, and in April she started a new position, as People Partner for a financial services company.

In November 2022, she bought a home: a lovely 3-bedroom terraced house in southwest England.

**"After sharing with a friend for more than 10 years, I was elated to have my own house. I was looking forward to doing it up and settling into my home."**

Then in December 2022, mere weeks after she closed on her house, she was made redundant. Again.

**"It was very stressful. Everything was falling apart," says Steph. "There was a lot of stuff going on in my life. And it felt like everything I'd worked so hard for was collapsing around me."**

Steph now had a mortgage to pay, and no income. She was scared, depressed and in a very difficult position.

She began the tedious process of looking for a new job. But the holiday season can be a notoriously slow time for job seekers, and Steph wasn't getting any traction. Plus, with two redundancies in nine months, she was tired of being at the mercy of an employer's whims.

**"I kept coming back to 'I have a lot to offer. But I don't want to be doing someone's bidding,'" she says. "I really didn't want to be employed anymore. I didn't want to have a boss. I'm happy to work in collaboration with people, but I didn't want to have a boss telling me 'you can or you can't do this.'"**

Steph had been thinking of starting her own business for a while.

**"I tried twice to start a business, and failed. In areas that are completely different to what I do now.**

**"I launched myself at those businesses completely unprepared and not knowing what I needed to do. For example, in my second business, I spent a lot of time creating a website and talking to people who thought the same way as I did.**

**"I ended up having to find a new job because no one was buying. But I wasn't selling, how could I expect anyone to buy? Now in hindsight, I can see why I failed."**



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**I needed to make a difference within six months, otherwise I would have had to go back and find a normal job.**

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Now Steph decided she would try her hand at starting a business again. But she wanted—no, needed—to do things differently this time. The stakes were high. She had to make sure she gave this business the best possible chance of succeeding.

Because of her redundancies, she had a little money saved. She cut down on her expenses, apart from food, mortgage and bills. The savings she had in the bank was enough to give her six months' runway. After that, she had no idea where the money was going to come from.

**"I needed to make a difference within six months, otherwise I would have had to go back and find a normal job."**

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## SOLUTION

### Steph signed up for Moe Choice's 216 Group Program, an intensive, cohort-based program for people looking to build a 6-figure solopreneur business

Steph had first met Moe in 2016, when she was interested in hiring him to coach for one of the companies she was working with. They stayed in touch and developed a friendly rapport.

She eventually worked with Moe for her own personal development, and had completed the One-Page Solopreneur Plan Bootcamp.

**"I found his coaching sessions very useful. He hones in on something and just kind of digs until you realize 'Okay, that's my own limiting belief. It's my own fear.' He helps you reconsider the way you do things and why you do them."**

Moe was about to run the first cohort of the 216 program, a training course designed to help solopreneurs and aspiring solopreneurs grow their businesses to 6 figures. When he heard what Steph was going through, he asked if she wanted to join the cohort.



**He hones in on something and just kind of digs until you realize 'Okay, that's my own limiting belief. It's my own fear.'**



**"The idea was interesting, because it aligned with what I wanted to do," Steph says.**

Steph was generally not one to participate in online courses. If she needed to learn something, she tended to research independently. She'd taken an online course once before, many years ago. She had not been pleased with the outcome. That course had left her once bitten, twice shy about the promises of online programs.

But having worked with Moe before, she was confident that at the very least, she'd learn something useful in his program.

She also liked the cohort-based structure of the program. Starting a business can be a lonely affair, and the idea of spending time with a small group of people who were working towards the same thing appealed to her.

And for her own peace of mind, she needed to take the reins of her situation and take action to pull herself out of her predicament.

So she decided to sign up.

The program was scheduled to run from March to June, 2022\*. In the time before the program began, she met regularly with Moe and he got her started on the ideas behind the 216.

*\*The 216 program now runs for 8 weeks.*

By the end of January, she had landed her first client: a parts manufacturer for autonomous vehicles with whom she had worked before. That was the win she needed to feel comfortable in focusing all her energy on her business when the program started in March.

**“One of the things Moe keeps on repeating is: if you're building your own business, that's the thing that you're doing. Not looking for a job as a safety net,” Steph explains. “And I really wasn't going anywhere with my job search. So I felt like ‘why spend two hours a day trying to find a job, when at the time I'd already found one client?’”**

One aspect of running her own solopreneur business that Steph needed help with was approaching potential clients. She had always had an aversion to the idea of sales. But she knew that it was important to communicate the value of her services. One thing she quickly learned in the 216 program was how to do that in a way that resonated with her own principles.


**“We went through the program, and what I found fantastic throughout is that Moe gave us systems and ways to do things that have overcome all my fears and all my resistance,” Steph explains. “So I'm not doing sales, I'm helping people.”**

Using the systems and techniques from the program, she tapped into her network to find another client in May, and a third in July. And in September 2023, she found her first client from outside her network, who proved to be her most lucrative contract so far.



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# RESULTS

## Steph achieved even more than she expected

With the addition of that fourth client, Steph became a 6-figure solopreneur. When she began the 216 program, she had six months to make her business support her, or she would have been forced to return to the job market. She now earns 8k to 12k a month. Her income from her business is now 146% of her salary from her old job.

**"I've grown from zero revenue to 6 figures. In the first year I expected to cover my bills. So I did a lot better than I thought I would."**

The program helped to drive home the importance of building and promoting her personal brand. In the process of developing her brand, Steph has strengthened her presence on LinkedIn. She has now more than doubled her audience on the platform, from under 3,000 to nearly 7,000 followers.

**"I have a clearer idea of what my brand is on LinkedIn. That enables me to understand my target audience, so I can post things that are relevant to them."**

She now regularly gets contacted by companies asking if she is accepting new clients.

**"I'm starting to have people reach out and say 'Hey, Steph, can you help? We're a small startup, and we need someone like you', rather than me having to contact them and try to sell my services."**

**"I'm working with clients five days a week. To then have to do all the prospecting in order to keep clients in the pipeline is challenging. So having people reach out to me is an advantage."**

At the moment, however, she's having to tell prospects she has no availability; the four clients she is working with have taken her to capacity.



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than I thought I would.**

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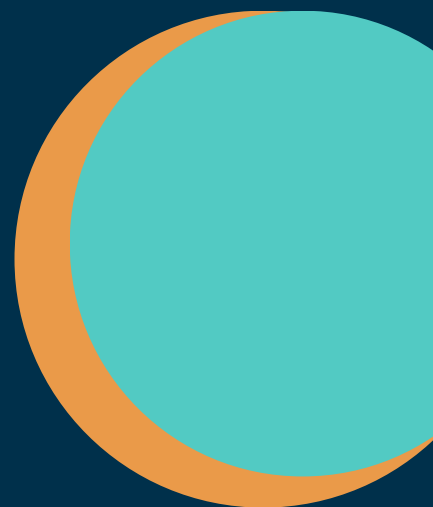
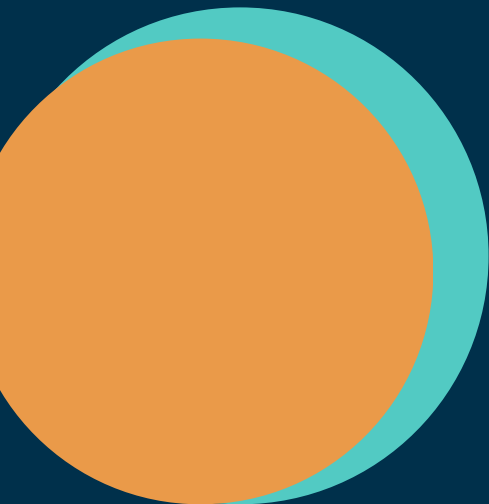
Next, she plans to find a way to make the value that she provides to her clients less tightly tied to her time. She's using the steps she took during the program to help her develop new products that will allow her to achieve this goal.

**"If I look to where I want to go, I've got the 6 figures," Steph says. "I don't have the freedom yet, but I'm building to that. So it's learning the clients, learning the market, learning the products that I can offer that really enable me to do more for my clients with less of my time. That's where I want to go. That's the next step.**

**"But I've done the first step, which is putting my name out there, finding clients, and being independent, which was a really, really big thing for me. That's really what the program got me to do in about nine months. I'm using the same techniques and the same methods to get to my next stage."**

But perhaps the most important result that Steph achieved is something that can't be quantified.

**"I've always enjoyed work," she says, "but I don't think I've ever been happy to go to work. And now I both enjoy work and I'm happy to go to work, because I'm doing what I want."**



**\* March 2024 Update**

Soon after becoming a 6-figure Solopreneur, Steph got a dream opportunity through one of her clients. It meant working with them full-time. She decided to take the position because it speeds her path to the personal goals she set in The One Page Solopreneur Plan Bootcamp.

**"So there's still Moe's influence there," she says. "Just from a different angle."**

**To find out more about the 216 Group Program,  
book your free spot for Moe's next masterclass**

**BOOK MY FREE SPOT**

