

CASE STUDY: Marketing Foundations for a New ADHD Coaching Practice

Client: Solo service provider launching a niche coaching business

Industry: Professional Services / Consumer Wellness

Services Provided: Brand strategy, messaging development, content planning, social media support, and promotional strategy

Engagement Type: Launch-phase support with strategic advisory and marketing implementation

THE CHALLENGE

A solo entrepreneur launching a new ADHD coaching business needed support developing a brand identity and marketing foundation to attract clients and stand out in a saturated market.

OUR APPROACH

We worked closely with the founder to develop a brand voice, define target audiences, and build the foundational messaging for social media, promotions, and service offerings. We also helped design a launch strategy with a limited-time pricing promotion and explored early-stage marketing channels like events and online seminars.

RESULTS

- Developed clear brand positioning and messaging aligned with her coaching style
- Designed a refreshed logo and updated client-facing materials to support a cohesive brand
- Held a well-attended webinar for parents, introducing the coaching approach and building visibility
- Created a sustainable marketing foundation the client could manage confidently on her own

WHY IT MATTERS

For solo service providers, especially in mental health and coaching fields, marketing often feels overwhelming or inauthentic. By creating a strategy that matched the coach's values and pace, we helped her build credibility and attract clients without burnout or overpromising. The result is a confident, consistent brand presence that supports meaningful client relationships from day one.

