



Freelance for Good - Coaching for Social Purpose Freelancers

Skill – Experience - Understanding

Deciding to go self employed is a big decision for most people. Taking a step into the unknown, moving away from a regular salary and employment can feel scary. However, it is also an exciting prospect and can feel empowering, being your own boss. It brings greater flexibility and enables you to be creative and develop your own social business, brand and services that are true to your values. I believe the world needs more social purpose Entrepreneurs to help solve problems and improve the lives of people who have been forgotten or left behind by statutory services.

Being a business owner is in my DNA. My parents and grandparents all ran successful businesses, and I grew up appreciating the hard work but also the benefits that this lifestyle gave them.

On leaving school and working in catering, I trained in Hotel Management, this gave me my first insight into the different elements of running a business. I became Deputy, then General Manager at hotels in Bournemouth before moving into the charity sector.

Whilst CEO a local Mind charity in I learnt more about the differences and similarities across the private and VCSEF sectors. I have been involved in recent years helping my husband manage our record store in Devon, contributing to the business plan, setting budgets and supporting him when needed.

In 2014 I left Mind to go freelance, having been there for 8 years, it was time to move on. The call to go self employed became a possibility as I was left a small amount of money from my grandparents to use as start up capital. I initially set up my charity consultancy as a side hustle, working part time as Trust and Foundations Funding Officer for Brainwave. Within 2 years I had enough clients to run the business full time.

11 years on and I am proud to still be enjoying running my limited company with a great team of employees and associates. I have learnt so much over the years and tried lots of different strategies; I am excited and keen to impart my knowledge to people who are driven by social purpose and want to become freelancers or business owners.

I have completed training courses including the governments Help to Grow Business Management program, and I enjoy reading books about how people become successful entrepreneurs.

What type of people I work with...

You may be currently working for a charity and be contemplating going freelance. I support those new to self-employment. My area of expertise is for people working in the social purpose sector, these include fundraisers, coaches, business and community development specialists amongst others.

I also work with established freelancers who are seeking support in taking the next step and setting up a limited company structure. You may need help with navigating tax implications, recruiting staff and general scaling up support.

I have coached and mentoring many freelancers around a variety of topics.

Lucy Marie Coaching – Consultant and Coach

I had an amazing coaching session with Marsha Cox last week, talking all things CIC!

As a person with ADHD it can be easy to get sidetracked when starting a project, because there is always some exciting vortex of ideas to get sucked into, so working alongside a coach is such a great way to stay focused and see things from a new perspective.

Marsha helped me to focus on my next steps, and I will be looking to pilot a nature-based programme for care leavers in early 2025.

Marsha has been an incredible mentor. Not only is Marsha warm and personable, but she also provides gentle challenge to keep you on track. Marsha has helped me to define the core purpose of my work and move me from a head full of ideas to a workable plan to develop my business. I feel confident in my next steps after working with Marsha and I would highly recommend working with her.

James Levelle - Filmmaker and Explorer

Marsha is a kind, considerate, creative and hugely helpful coach. Our mentoring sessions have been incredibly enjoyable and have left me more clued up and given me greater confidence and clarity of mission.

Building a social enterprise when you've never done so before often feels overwhelming but Marsha's empathy and experience in providing practical steps forward have made a really positive impact. My community business journey is just beginning but it's a brighter, more exciting adventure with Marsha's support.

Thank you very much! 🙏

Top 3 Problems and Key Benefits

Helping freelancers explore if they will be able to earn enough to sustain their lifestyle? I can help with pricing, budgeting, finding and keeping clients, service development, and niching.

Helping potential clients see the value that you can bring. I help freelancers explore imposter syndrome and other barriers to self-promotion; I provide help with personal branding and simple marketing tips to get started.

There is a fear for freelancers about the legalities of going self-employed. I can support with advice around business structure, contracts, staffing, GDPR, HMRC and insurance.

One to one Coaching.

The Six Session Sprint – a focused journey of 6 sessions – £720.00

Packages below are for those wanting support for a longer period: The prices shown include a saving based on my standard one session price of £130.00.

The 6-month partnership (12 sessions) for longer term reflective coaching includes email support in between sessions £1,320 (£240 saving)

The 12-month partnership (24 sessions) for deeper coaching, often working on both personal and professional development needs. Includes email support in between sessions - £2,400 (£720 saving)

I will ask you for information about your individual needs for coaching at your free chemistry conversation, you can read more about this [here](#).

Coaching Packages

I have created two packages of support; one is for freelancers who are at the start of their journey. The second package is for freelancers who have been developing their business and are seeking to grow and set up a consultancy agency. Both include emails between sessions and access to resources.

£750.00 fixed fee

Taking the Leap Package - 6 sessions – To support individuals who are at the beginning of their self-employment journey. Whether you're transitioning from employment or stepping into freelance work for the first time, we'll work together to:

- Clarify your purpose and values.
- Explore your offer and audience.
- Build confidence in your freelance identity.
- Establish the foundations of a sustainable freelance business.

- Create a simple action plan to get started.

Creating a Consultancy Agency Package... 6 sessions

This package supports freelancers who are already working independently and want to take the next step by growing their practice into a consultancy or small agency. We'll focus on:

- Scaling your offer and increasing income
- Defining your niche and expanding your client base
- Building your brand and systems for growth
- Exploring models for working with associates or collaborators
- Creating a roadmap for the next phase of your business

Bespoke program tailored to your needs.... through discussions together about your key aims and challenges, I can create a bespoke program of coaching for you.

Cost - £850.00 fixed fee

Summary

I help social purpose freelancers—especially those transitioning from employment or growing their solo practice—who struggle with confidence, clarity, and the practical steps needed to build a sustainable freelance or consultancy business. They're looking for support from someone who understands both the values-driven and business sides of self-employment.

What makes my coaching different is my lived experience of building a successful social purpose company from scratch, my deep understanding of the charity and VCSE sectors, and my ability to combine warmth, structure, and real-life strategy. As a result, my clients feel clearer, more confident, and better equipped to make their freelance or consultancy business thrive—with a plan that's aligned to their values and vision.

Contact information:

marsha@potentiallife.co.uk

07784 906733