

# Case Study: EmpowerHer HR Services

## Client Profile

**Business Name:** EmpowerHer HR Services (concept name)

**Location:** Palm Beach County, Florida

**Founder:** A passionate woman entrepreneur focused on empowering single mothers

**Mission:** To provide HR and career development services to help single moms gain employment, build skills, and grow their careers

**Stage:** Early startup

**Objective:** Work with General Media Consulting Company to create a one-page business plan, marketing strategy (4 P's), and a high-value customer acquisition and retention plan.

## Business Problem

"I want to launch a business that helps single moms navigate employment, skill development, and career growth — but I need clarity, structure, and a simple plan to stay on track. I also want to know how to market it effectively and attract clients who see the value in this work."

## Consulting Objective

1. Build a clear, one-page business plan
2. Develop a practical marketing plan using the 4 P's
3. Identify strategies to attract and retain high-value clients
4. Help founder structure services, pricing, and brand messaging for long-term success

## One-Page Business Plan

**Mission:** Empower single mothers with HR support, resume building, interview prep, and soft skills coaching.

**Target Market:** Single mothers aged 25–45 in Palm Beach County, looking to enter or re-enter the workforce.

**Services:** Job placement support, resume writing, interview prep, career workshops, 1-on-1 coaching.

**Revenue Model:** Affordable service packages, online subscriptions, and nonprofit partnerships.

**Marketing Strategy:** Community outreach, digital marketing, partnerships with churches, schools, and childcare centers.

**Success Metrics:** Monthly client sign-ups, client employment rate, customer satisfaction, and referral volume.

## Recommendations: The 4 P's of Marketing

**Product:** Curated HR support services including career coaching, resume clinics, virtual interview simulations, and workshops. Build scalable digital resources (e.g., eBooks, video modules).

**Price:** Tiered pricing model:

- \$49 for resume + coaching session

- \$199 monthly mentorship program

- \$500 group coaching for 6 weeks

Offer sliding-scale options and nonprofit funding to subsidize services for qualifying clients.

**Place:** Primarily virtual services with in-person workshops hosted at local churches, libraries, and community centers. Flexible service delivery to accommodate single mothers' schedules.

**Promotion:** Leverage storytelling via social media (Facebook, Instagram, LinkedIn), local press releases, church bulletins, and collaboration with nonprofits. Highlight success stories and transformation journeys.

## Attracting & Retaining High-Value Customers

1. **Referral Program:** Reward existing clients who refer others with free sessions or digital resources.
2. **Alumni Community:** Create a private Facebook group or Slack space to provide continued support and networking.
3. **Certification/Badge Program:** Offer a certificate of completion for clients who finish multi-week coaching programs.
4. **Monthly Empowerment Newsletter:** Keep clients engaged and informed with free tips, job leads, and inspirational stories.
5. **Strategic Partnerships:** Work with local employers to funnel trained, motivated moms directly into job pipelines.

**Consultant Note:** EmpowerHer HR Services has a compelling mission with real social impact. With a simple business framework, a clear niche, and consistent messaging, the business can attract high-value clients who are not only looking for a job — but a transformation. Consistency, heart-centered branding, and partnership development will be key.