

1, SEPTEMBER 2025



Business Press Release

FOR IMMEDIATE RELEASE

BRILLIANCE COACHING & CONSULTING EMPOWERS SMALL AND MEDIUM-SIZED BUSINESSES TO SHINE THEIR BRIGHTEST WITH NEW CONSULTING SERVICES

The Woodlands, Texas — September 1, 2025 — Brilliance Coaching & Consulting today announced the launch of its signature consulting services, designed to help small and medium-sized businesses differentiate themselves, accelerate growth, and build lasting authority in their industries.

At Brilliance, the belief is simple: every business has untapped potential, and with the right approach, it can thrive. Our self-directed coaching programs provide business owners with tools and guidance to move forward with confidence and clarity, while our consulting solutions deliver tailored strategies for those seeking hands-on support to grow, define their brand, and establish themselves as trusted leaders in their markets.

Recent studies show that 75% of consumers judge a company's credibility based on its website design, and businesses with consistent branding across platforms experience a **23% increase in revenue on average**. Despite this, many small businesses still launch with incomplete websites, inconsistent messaging, or no digital presence—limiting their ability to compete effectively.

65% of buyers report that reading a thought leadership piece improves their perception of a company, while **63%** view thought leadership as proof that a company truly understands and can solve their challenges.

“We exist to help business owners move forward with clarity and focus,” said Monika Elisabeth, Founder of Brilliance Coaching & Consulting. “Through our consulting services and self-directed manager programs on the coaching side, our power-packed offerings empower business owners to feel confident in their mission, operate at their best, and lean into their expertise with a supportive structure in place. That confidence and direction pave the way for stronger, more sustainable success.”

Brilliance's Core Service Offerings

- **Brilliance Launch Bundle** – A turnkey branding and digital presence package featuring logo design, professional website development, and custom-branded social media content, helping businesses establish credibility from day one.
- **Brilliance Knowledge Suite** – Thought-leadership and differentiation strategies, including content development, knowledge base creation, and positioning tactics to help businesses stand out as industry authorities.
- **Brilliance Strategy Services** – High-level consulting to clarify brand identity, shift marketplace perception, and create strategic alignment that drives measurable growth.

About Brilliance Coaching & Consulting

Clarity creates confidence. Confidence drives results. Brilliance Coaching & Consulting gives business owners the knowledge-based tools to make smart decisions and operate at their highest potential. What sets us apart? We empower YOU to gain clarity and confidence—quickly and effectively—so you can lead your business with purpose, distinction, and momentum.

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For more information, visit <https://my-brilliance.com>

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**82% OF CUSTOMERS RESEARCH
ONLINE BEFORE BUYING.
IF YOUR BUSINESS DOESN'T
LOOK POLISHED,
YOU'RE INVISIBLE.
WE MAKE SURE YOU SHINE.**

For media inquiries, please contact:
info@my-brilliance.com

Website: my-brilliance.com

Empowering Businesses to Stand Out, Grow, and Lead with Confidence

Our Mission

At Brilliance, every business has untapped potential. We provide self-directed coaching programs and hands-on consulting solutions to give business owners clarity, confidence, and the tools to operate at their highest potential.

Core Service Offerings & Pricing

1. Brilliance Launch Bundle

Price: \$5,000 – \$7,500

- Turnkey branding and digital presence package
- Logo development (2 concepts + 1 revision)
- Professional website build via GoDaddy Website Builder (Home, About, Services, Blog, News, Contact)
- Custom-branded social media content (30 posts)
- Establish credibility and a professional presence from day one

2. Brilliance Knowledge Suite

Price: \$7,500 – \$15,000

- Everything in the Launch Bundle
- Thought-leadership strategy and content development
- Knowledge base creation for your business
- Positioning tactics to establish authority in your industry
- Optional: 2 blogs + Grand Opening Press Release

3. Brilliance Strategy Services

Price: \$15,000 – \$30,000

- Everything in Knowledge Suite
- High-level consulting to clarify brand identity and market positioning
- Strategic alignment planning to drive measurable growth
- Optional: 50 branded social media posts, “About the Founder” feature, Business Flyer

Why Brilliance?

- Clarity creates confidence. Confidence drives results.
- Our self-directed coaching programs paired with customized consulting services give you the tools to make smart decisions and operate at your best.
- 90% of C-suite executives respond better to companies with consistent thought leadership. We create systems that make your brand the authority people want to work with.
- We equip businesses with consistent branding and knowledge-driven content that opens doors and creates opportunities.

Recent Industry Insights:

- 75% of consumers judge a company’s credibility based on website design
- 23% revenue boost for businesses with consistent branding
- 65% of buyers report improved perception after reading thought-leadership content

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Brilliance Launch Bundle

Price: \$5,000 – \$7,500

What's Included:

- Brand Identity & Messaging Package: Define your brand's core values, voice, and positioning.
- Logo Development (2 concepts + 1 revision): Professional logo options to reflect your brand personality.
- Branded Digital Presence: Guidance for consistent messaging across your online channels (website, social, other digital platforms).
- Custom-Branded Social Media Content (30 posts): Ready-to-use posts reflecting your brand voice to engage your audience.
- Credibility & Presence: Establish a polished, professional identity that builds trust and authority.

Why This is Meaningful to Your Business:

A cohesive brand and messaging strategy creates instant credibility and ensures potential clients immediately understand your value.

82% of buyers say credibility and professionalism in branding influences their decision to engage with a business.

By presenting a confident, consistent brand, your business attracts leads, builds trust and credibility; therefore putting you in the best position for growth.

Ready to shine brighter in your market?

Schedule your consult today!



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Brilliance Knowledge Suite

Price: \$7,500-\$15,000

What's Included:

- Brand Identity & Messaging Package
- Logo Development (2 concepts + 1 revision)
- 5-Page Website Build via GoDaddy Website Builder
- Custom-Branded Social Media Content (30 posts)
- Thought-Leadership Strategy & Content Development: Create content and messaging to establish expertise and authority.
- Knowledge Base Creation: Organize insights, FAQs, and best practices into a reference system for staff and clients.
- Industry Positioning Tactics: Guidance to differentiate your business and stand out in your market.
- 2 blogs, and a Grand Opening Press Release.

Why This is Meaningful to Your Business:

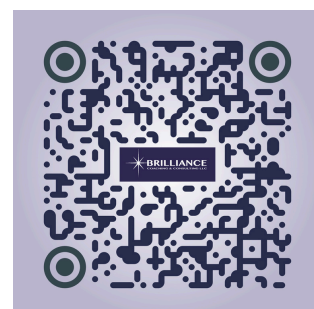
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Brilliance Strategic Services

Price: \$15,000-\$30,000

What's Included:

- Brand Identity & Messaging Package
- Logo Development (2 concepts + 1 revision)
- 5-Page Website Build via GoDaddy Website Builder
- Custom-Branded Social Media Content (30 posts, optional 50 posts)
- Thought-Leadership Strategy & Content Development
- Knowledge Base Creation: Organize expertise and FAQs to build credibility.
- Industry Positioning Tactics: Highlight your unique value to stand out in your market.
- High-Level Consulting: Clarify brand identity, messaging, and market positioning.
- Strategic Alignment Planning: Align marketing, operations, and messaging to drive measurable growth.
- "About the Founder" feature, Business Flyer.

Why This is Meaningful to Your Business:

Thought leadership and consistent messaging builds confidence with prospects and partners, showing your business knows its space and can solve problems.

90% of executives trust companies more when messaging and positioning are consistent.

By presenting a confident, consistent brand, your business attracts leads, builds trust and credibility; therefore putting you in the best position for growth.

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