



# New Leaf Collective CASE STUDY

# *About* **NEW LEAF COLLECTIVE**

We offer a customer-first approach to marketing & strategy to build and support strong brands.

Social Media Management | Website Design | Mentorship & Strategy

Proudly located in London, Ontario.





*Client Spotlight*

# MELISSA DODGE



## **Services Provided: 1:1 Marketing Mentorship With Ashley Rowe**

Melissa Dodge is an intuitive coach and Reiki energy healing practitioner based in London, Ontario. She specializes in guiding professional women who feel overwhelmed to reconnect with their hearts and souls, helping them shift from stress to clarity and confidence.

Recently, I had the opportunity to work with Melissa through our three-session mentorship program. During our time together, we focused on gaining clarity around her offerings, auditing her social media presence, and creating content that resonates with her audience. We worked on rediscovering her excitement for my work and provided her with practical tools to engage more authentically with my community. The approach was both intuitive and strategic, making the process feel both grounded and inspiring.

*Step One*

# MENTORSHIP SESSIONS

**I had the absolute pleasure of supporting Melissa through a focused three-session mentorship program designed to bring clarity, structure, and renewed excitement to her business. From the very first session, we dove deep into understanding her unique strengths, the essence of her offerings, and the ways she wanted to show up for her audience. Together, we carefully defined and refined her service offerings, ensuring they truly reflect the transformative impact she provides and the distinct value only she can deliver.**

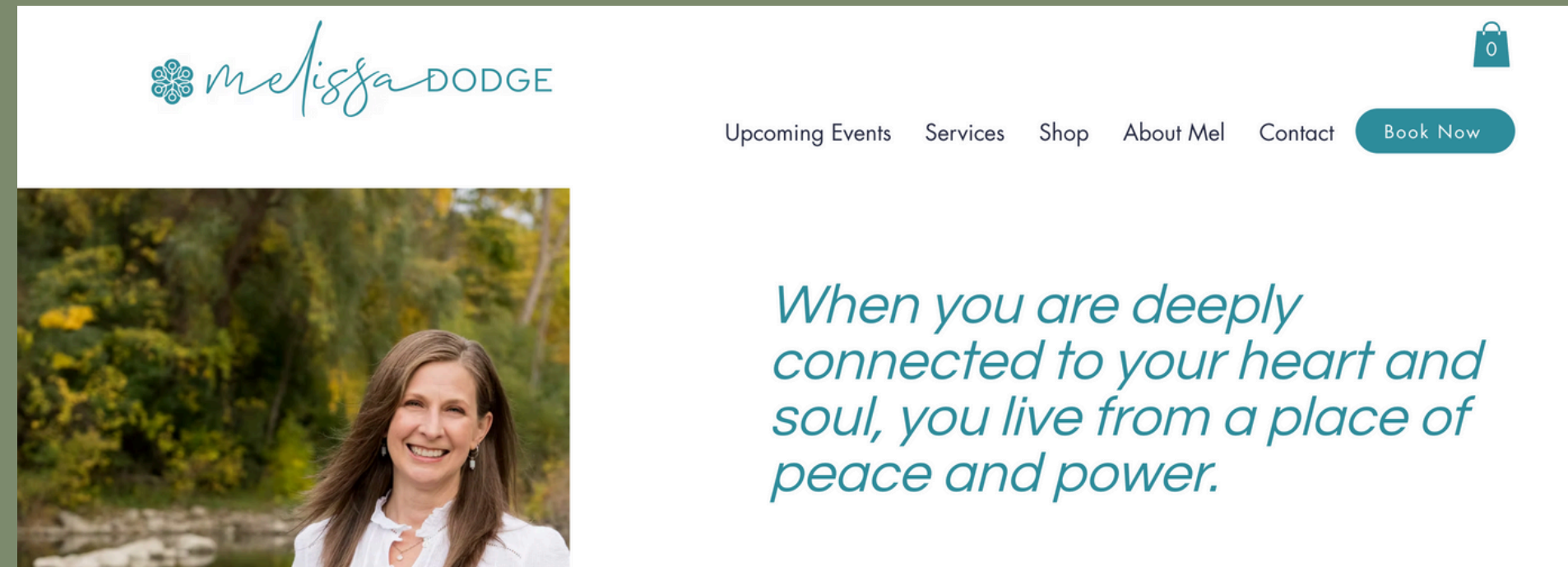
**We also conducted a comprehensive audit of her social media presence, examining everything from messaging and visual consistency to engagement strategies. Through this process, we identified opportunities to better showcase her expertise, highlight her authentic personality, and connect meaningfully with her audience. But our work didn't stop at strategy—we rolled up our sleeves and created content together that captured Melissa's voice, energy, and vision, translating her mission into posts, captions, and visuals that feel alive and engaging.**



Step Two

# MENTORSHIP SESSIONS

**By the end of our sessions, Melissa not only had a clear, actionable roadmap for her offerings but also felt a renewed sense of purpose and excitement for her business. Watching her confidence grow in her messaging, content creation, and overall strategy was incredibly rewarding. She emerged with practical tools, fresh ideas, and an inspired mindset, ready to authentically share her gifts with the world and connect with her audience in a deeper, more meaningful way.**





# LET'S TOGETHER

*Work*



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