



COACH TURNED INDUSTRY AUTHORITY

At a glance

A coach with life-changing testimonials couldn't break into mainstream media or scale her brand online.

Key metrics

- 700+ New Instagram Followers
- 1,000+ Podcast Episode Listens
- 120 Free Program Downloads

Focused Areas

- Coaching
- Personal Branding
- Digital Marketing

KING PRESS

CHALLENGES

Lack of media presence. Her programs worked, but nobody outside her circle knew. Wanted legitimacy and trust.

SOLUTIONS

We redefined her narrative and shared her transformational coaching method in:

1

A high-traffic
feature on MSN

2

Guest interviews
on 2 mental
wellness
podcasts

3

Developed
custom visuals
and social media
PR assets

BENEFITS

1

Increased Reach

Expanded her digital presence across platforms.

2

Industry Respect

Peers now cite her in personal development forums.

3

Lead Generation

Newsletter subscriber base doubled in 60 days.