1. 30 second pitch

As an HR Generalist with 22 years of international experience, I specialize in guiding individuals through personal and professional challenges. For individuals, I provide tailored advice, mentoring, and mindset coaching to overcome obstacles and achieve personal growth. For companies, I offer strategic consulting to enhance employee experiences, streamline HR processes, and foster inclusive, values-driven cultures. Together, we drive positive transformation and empower both individuals and organizations to thrive.

1. Target market (age, gender, community etc)

Age: over 35 years old

Gender: All genders

Community: Professionals in mid-career transitions, individuals seeking personal growth, and organizations looking to improve employee experiences and drive cultural transformation.

**Promotion plan**

How to reach the individual?

1. LinkedIn (create an ad about looking at the CV together and determining together what the next career step would be)
2. Events (first one on 25 September)
3. Personal network
4. Space discussion

How to reach the companies?

1. Contacting businesses that promote vacancies for restructuring
2. Contacting businesses that promote vacancies for scale-up

Create a campaign plan

**Site map-blue+white**

Page 1: (name) and highlight what I do

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+Antonia to add a sentence about privacy

+Contact information

Page 2: blog (aim is one article every week-share it with Ana and Ana to make a first summary)

Page 3: Services & Prices (Antonia to check with her friends)

| Service type | Description | Price |
| --- | --- | --- |
| Career Advice and Development | Providing personalized advice and guidance to help individuals navigate their career paths and achieve professional goals. | First session:  Subsequent session: |
| Mindset and Personal Growth Guidance | Offering strategies and mentoring to facilitate mindset shifts, build resilience, and support personal growth. |  |
| Organizational Consulting | Advising and guiding companies to enhance employee experiences, streamline HR processes, and foster inclusive, transformative cultures, with a focus on integrating digital solutions for efficiency and engagement |  |

Page 4: Events

1. Where is business located?

Based in the Netherlands, with services offered both in-person and virtually to reach a global audience.

1. What are the main services offered?

Career Advice and Development: Providing personalized advice and guidance to help individuals navigate their career paths and achieve professional goals.

Mindset and Personal Growth Guidance: Offering strategies and mentoring to facilitate mindset shifts, build resilience, and support personal growth.

Organizational Consulting: Advising and guiding companies to enhance employee experiences, streamline HR processes, and foster inclusive, transformative cultures, with a focus on integrating digital solutions for efficiency and engagement.

1. What is the price structure?

(A: I have no idea!)

Individual Coaching Sessions: $100 - $200 per hour, including digital resources and tools for personalized career advice and development.

Personal Growth Guidance: $500 - $2000 depending on the duration and depth of guidance needed, incorporating digital tools for mindset coaching and resilience building.

Organizational Consulting: Custom pricing based on project scope and complexity, typically ranging from $... to $... per project, with a focus on digitalization strategies for enhancing employee experiences and HR processes.

1. How will you handle unhappy clients (if any)?

We believe in transparent communication and setting clear goals from the start. Throughout our collaboration, we encourage open feedback. If a client is dissatisfied, we actively listen to their concerns, address issues promptly, and work together to find satisfactory solutions. Additionally, if either party feels the collaboration is not progressing as expected, there is always the option to opt out, ensuring mutual respect and alignment.

1. What is your refund policy?

Offer a full refund for individual coaching sessions canceled within 48 hours. For programs and consulting services, provide a prorated refund based on the stage of completion and specific circumstances.

1. How will you get your first clients?

Leverage professional networks, LinkedIn, and industry associations (A: I need to look it up and create a list). Maybe offer free initial consultations or workshops to showcase expertise and attract initial clients. (A: I need to look it up and create a list)

1. Do you have an advertising budget?
2. Who will you compete with?

Other career coaches, personal development programs, and organizational consulting firms. Our key differentiator lies in a unique blend of HR expertise, extensive international experience, and a committed focus on values-driven leadership

With over two decades of international HR expertise, I offer a compelling advantage for individuals and organizations seeking transformative guidance. My strategic skill in building strong partnerships and enhancing employee experiences ensures that every interaction, from career advice and personal growth coaching to organizational consulting, is infused with tailored insights and global perspective. I streamline processes and foster a culture of trust and empathy, facilitating effective mentoring and consulting relationships that drive positive change. Guided by values of integrity and fairness, I lead with a commitment to ethical decision-making and mutual respect, making me the ideal partner for navigating complex challenges and achieving sustained growth in today's dynamic workplace.

1. What are your targeted revenues for Year1, Year2 and Year3?

(A: I have no idea!)

1. What are your targeted profits for Year1, Year2 and Year3?

(A: I have no idea!)