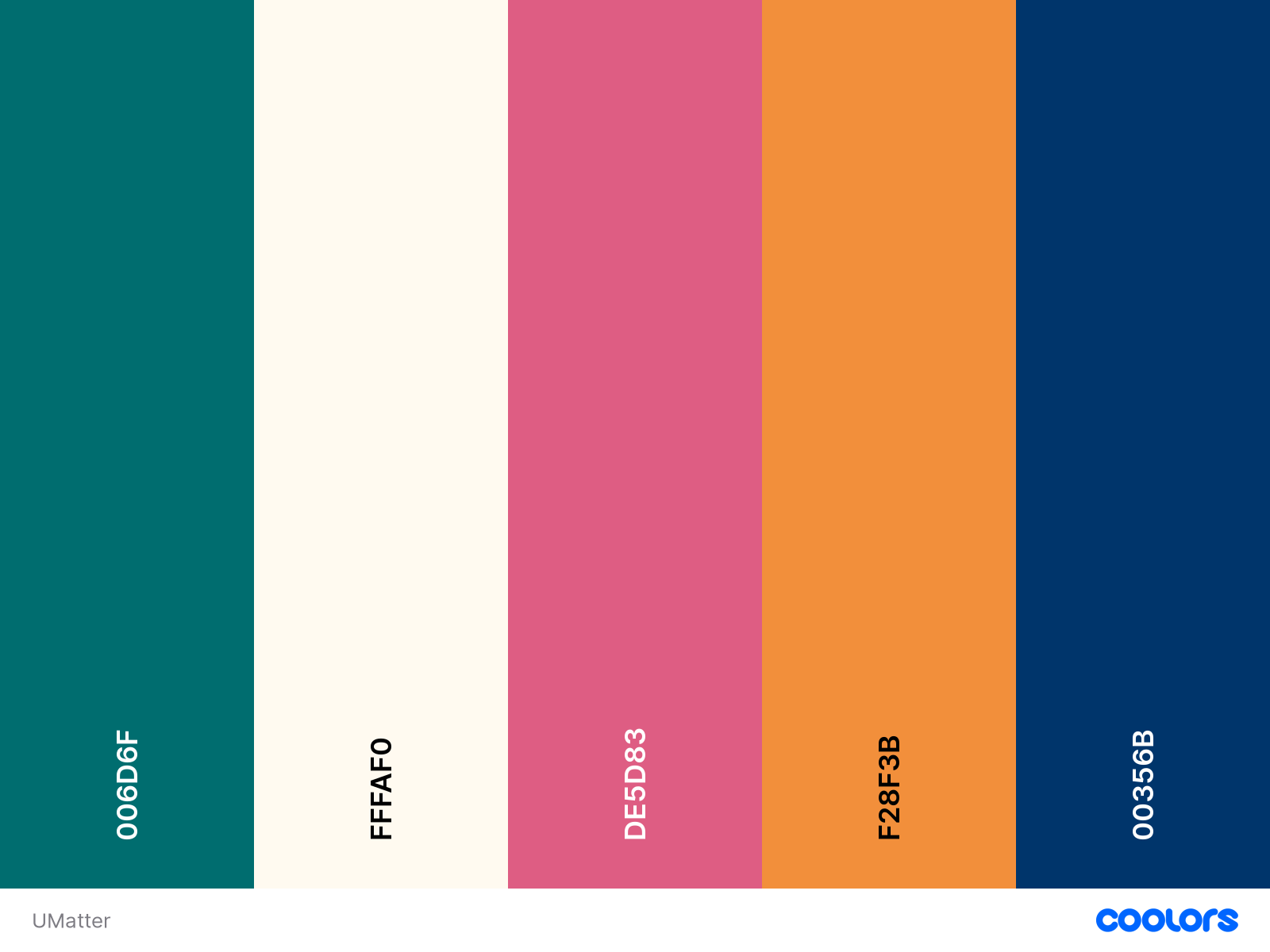
**Brand Colors:**



**Fonts:**

Playfair Display - Normal , Bold - title

Avenir – content

Brittany

**Tagline** - Where each soul matters

**Intro** - Welcome to UMatter, a safe and supportive community for young females that offers various services to help individuals *grow* and make *positive* changes in and around themselves. Join our community today and start your journey towards a better YOU. If you have any questions, our team is here to support you.

**Motto** - Grow, Transform, Inspire

* To be highlighted on the website
* Spoken about in SM posts

**Vision**- We empower women to discover their purpose, embrace their identity, and realize their full potential.

**Mission** - We are on a mission to coach you to be a better version of yourself!

**Approach** - Our approach is comprehensive and holistic that combines body, mind, emotions, and soul.

**What do we do-**

|  |  |
| --- | --- |
| Categories of Services: | **Group Training & Workshops** Learning together in a group enriches us with the different experiences and perspectives that each person brings and makes our challenges appear more relatable, less daunting, and easier to navigate.  We provide **offline** and **online** workshops and boot camps for personal development.  **Connect, Learn, Thrive**  Our group training and workshops provide a supportive and engaging environment where women can come together to learn, grow, and thrive. Rooted in faith-based practices and holistic principles, these sessions are designed to:   * **Build Skills**: Develop practical skills for personal and professional growth. * **Foster a Sense of Community**: Build connections and support networks with like-minded women. * **Inspire Transformation**: Gain insights and inspiration to lead a balanced, fulfilling life by overcoming obstacles and setbacks.   Join us to embark on a collective journey of empowerment and transformation. |
|  | **Transformative 1-1 Coaching & Mentoring**  If you are someone who would love to have your challenges heard and would want to ***grow*** through them by having a ***non-judgemental*** person on your side, then this option is for you.  This gives you personal attention and a constant support system, making you feel less confused, more focused, and action-oriented. ​  Based on holistic ideas and faith-based practices, these sessions aim to: |
|  | **Collaborate Now**  Want to invite us to a public event? Feel free to connect with our team by Email. |

**How does it work** -

### **Discover Your Path with Faith-Based Guidance and Modern Coaching Techniques**

At UMatter, we blend contemporary life coaching methods with faith-based teachings to help you achieve personal growth, spiritual fulfillment, and life balance. Our goal is to empower you to live a life aligned with your spiritual values while overcoming life's challenges.

### 

### **Our Coaching Philosophy**

As a Life coach, we believe that true success comes from aligning our lives with the principles of our faith. Our coaching approach is grounded in the belief that every individual has unique potential and that with the right guidance and support, this potential can be realized. We focus on:

* **Spiritual Growth**: Strengthening your spirituality by integrating a faith-based perspective into your daily life.
* **Personal Development**: Enhancing your skills, confidence, and mindset to achieve your personal and professional goals.
* **Holistic Well-being**: Promoting a balanced lifestyle that nurtures your mind, body, heart, and soul.

### **The Coaching Process**

1. **Initial Consultation**
   * **Understanding Your Needs**: We begin with a complimentary consultation known as ‘Discovery call’ to discuss your current situation, challenges, and aspirations. This session allows us to get to know you and determine if we are a good fit for your concerns.
   * **Setting Goals**: We identify key areas of focus and set achievable, meaningful goals that align with your values and principles.
2. **Personalized Coaching Plan**
   * **Customized Strategy**: Based on our initial consultation, we develop a personalized coaching plan tailored to your specific needs and goals.
   * **Faith-Based Perspective**: Our coaching plans integrate elements to nourish your soul, ensuring that our strategies are spiritually enriching and ethically sound.
3. **Regular Coaching Sessions**
   * **One-on-One Sessions**: Regular coaching sessions (weekly or bi-weekly) conducted via phone, video call, depending on your preference.
   * **Actionable Steps**: Each session includes actionable steps and strategies to help you progress towards your goals. We will review your progress, address challenges, and adjust the plan as needed.
4. **Ongoing Support and Accountability**
   * **Continuous Guidance**: We provide continuous support through email or messages between sessions to ensure you stay motivated and on track.
   * **Accountability**: Regular follow-ups help maintain momentum and accountability, ensuring you make consistent progress and overcome any setbacks.
5. **Evaluation and Adjustment**
   * **Progress Reviews**: Periodic evaluations to assess your progress, celebrate successes, and identify areas for improvement.
   * **Flexible Approach**: Coaching plans are flexible and can be adjusted based on your evolving needs and circumstances.

### 

### **What to Expect**

* **Confidentiality**: All coaching sessions are conducted in a confidential environment and we guarantee total and complete privacy of all the information shared with us.
* **Compassionate Support**: Receive empathetic, non-judgmental support that respects your values and beliefs.
* **Empowerment**: Gain clarity, confidence, and the skills to navigate life's challenges with resilience and faith.
* **Holistic Growth**: Achieve growth in all areas of your life—spiritual, personal, and professional.

### **Get Started Today**

Embark on a journey towards a more fulfilling and balanced life. Contact us today to schedule your first 30 minutes free consultation (‘discovery call’) and take the first step *towards* achieving your goals with faith and purpose.

**Who is behind UMatter?** (We’ve got to write a detailed story which allows the website visitor to connect with us - that helps them take an action - book a discovery call)

Umamah Ansari- Founder

Youth Coach & Mentor

Digital Marketing Strategist

Student of Islamic Psychology

Loves painting, calligraphy, long drives, spending time in nature & heartfelt conversations.

CA. Maryam Khan- Co Founder

Personality Development Coach & Mentor

Student of Islamic Psychology

Content Writer

An avid reader and passionate writer.

Loves beaches, mountains, forests & tea.

Refer this for idea - Storytelling framework @mk

Reference https://www.lumiacoaching.com/blog/6-things-every-coach-website-needs

1. **Work backward** from your client value proposition: “I help \_\_\_\_\_ with \_\_\_\_\_\_.” Example: “I help newly divorced women to reclaim their joy.”**‍**
2. **Now identify your plot twist**: Something you overcame, discovered, or experienced that relates to your value proposition. In the example above, that would likely be your own post-divorce rebirth process.**‍**
3. **Next tie in your WHY**: How did this experience lead you to become a coach? What expertise do you offer to others who are now walking a similar path?

FAQ

1. Is coaching and counseling the same?
2. Does coach provide mental health service?
3. How can we measure the change?
4. How can I book a coaching session?
5. Can I cancel after confirming the booking?

What clients have to say -

1. Almost all the confusion in my mind is clear. It is an open space where we can interact about whatever is in our mind. I learnt a new skill of decision making, which will be very useful for me moving forward. (F.Shaikh - Participant of decision-making workshop) no
2. I liked the whole session, especially the aspects about how to set goals, how to be focused, and how to focus on consistency. We were constantly engaged in interaction and activities. It was indeed a very helpful workshop.(H.Khan - Participant of Ramadan Mindfulness workshop)
3. Thank you for a powerful and motivating workshop. The topic you chose is truly appreciable, Mindfulness! It was inspiring and prepared us to spend our time mindfully. Special thanks for the planner sheets! Stay blessed. (A.Khan - Participant of Ramadan Mindfulness workshop)
4. This was the first time when I felt like someone actually heard me without judgment, I was able to openly discuss my problems and also identify my problems with my coach Umamah and she helped me accept and navigate. I experienced a major shift and felt motivated to take steps towards my growth everyday to overcome my habit of procrastination. I was able to come to a solution to stay punctual and consistent. I would surely recommend the 1-1 session, it’s really beneficial. (H.Kazi)
5. Assalamualaikum Warahamatullahi Wabarakatuhu Umamah,

I wanted to express my sincere gratitude for our recent coaching session. Umamah’s guidance and support have been invaluable in helping me redefine my vision, overcoming challenges (through solutions we formulated) in seeking knowledge, and discovering a newfound excitement for reading during my post-fajr time. Your encouragement and insightful approach truly resonate with me. Your ability to help me visualize my vision and navigate through the challenges I faced was truly inspiring. I am already feeling more enthusiastic and focused than ever before.

1. I cannot express enough gratitude for the support and guidance my coach Maryam Khan has provided me with. During the toughest times of my life, she was a beacon of hope and understanding. From the very beginning, Maryam created an atmosphere where I felt completely unjudged and accepted. Her compassionate and non-judgmental approach made it easy for me to open up and share my deepest struggles. With her help, I was able to navigate through some of the most challenging phases of my life. Maryam's insightful questioning and unwavering support guided me in making decisions that steered my life in the right direction. Her dedication to my well-being has been truly life-changing, and I am immensely thankful for her presence and guidance. Totally recommending this 1-1 session.

Z.khan ( One on One coachee for Emotional Management)

1. I am grateful to have found Maryam when I needed someone to talk to the most in times of confusion to decide which path to take in life.

Your guidance has been incredibly helpful, and I would wholeheartedly recommend any child, especially a girl, to have a one-on-one session with her. Her support helped me relieve some of my stress and reminded me to let things be in Allah's hands. Thank you for everything.

Alsa Shaikh ( One on One coachee for decision-making)

3 Case Study - problem -> solution

**Initial Requirements on website -**

1. Need integration with calendly - we’ll be taking in free discovery call booking via Calendly.
2. Lead form - for queries, doubts, reaching out. This will be directed towards [umatter2024@gmail.com](mailto:umatter2024@gmail.com)
3. 30 min free Discovery Call pop-up
4. Group trainings and workshops - Book now button - lead form
5. 1-1 Transformative mentoring coaching - Book Free 30 min discovery call - lead form
6. Any click must be directed towards a lead form.

Editing points -

Color combination

Intro - in bullet points not paragraph

Add FAQ

Address not required.