

## **From College Classrooms to Coaching Confidence: Empowering a Soft Skills Trainer**

**Client:** Shrilakshmi Hegde, Soft Skills Trainer for College Students

**Challenge:** Shrilakshmi was a certified soft skills trainer with experience in teaching soft skills to college students. However, she lacked the branding and business acumen to establish herself as a sought-after trainer beyond her current university role.

**Solution:** Practive Training & Consulting Solutions partnered with Shrilakshmi to develop a customized branding strategy that would position her as a leading soft skills trainer for college students. The program included:

- **Niche Identification:** Through insightful discussions and market analysis, Practive helped Shrilakshmi identify her ideal client base. They focused on the specific soft skills needs of college students transitioning into the workforce.
- **Brand Development:** Practive created a cohesive brand identity for Shrilakshmi, encompassing a logo, website, and marketing materials that resonated with her target audience. The branding reflected her youthful energy, educational background, and focus on student success.
- **Content Marketing Strategy:** Practive developed a content marketing strategy to establish Shrilakshmi as a thought leader in the college soft skills space. This involved creating blog posts, social media content, and free webinars focused on topics relevant to college students, such as interview preparation, effective communication, and leadership skills.
- **Mentorship:** Practive provided Shrilakshmi with ongoing mentorship, guiding her through the process of setting up her own training business. This included advice on pricing her services, developing marketing plans, networking strategies, and client acquisition techniques.

## Results:

- **Targeted Brand Identity:** Practione's branding solutions helped Shrilakshmi connect with her target audience of college students. Her website and social media platforms attracted a dedicated following.
- **Content Authority:** The content marketing strategy generated significant interest and established Shrilakshmi as a trusted resource for college students seeking soft skills development.
- **Business Growth:** Through effective branding and ongoing support, Shrilakshmi successfully launched her own soft skills training business. She secured new clients, expanded her reach beyond the university, and experienced a significant increase in revenue.

## Client Quote:

"Practione was instrumental in helping me transform my passion for teaching into a thriving business. Their guidance helped me identify my niche, build a strong brand, and connect with the students who need my soft skills training the most. Now, I have the confidence and skills to make a real impact on their lives and careers." - Shrilakshmi Hegde, Soft Skills Trainer for College Students

**This case study demonstrates Practione's ability to empower aspiring trainers like Shrilakshmi with the tools and strategies they need to launch successful and impactful businesses.**