

## **From Soaring High to Coaching Lives: Practive Empowers a Cabin Crew Member to Become a Lifestyle Coach**

**Client:** Marcela R, Cabin Crew Professional & Aspiring Lifestyle Coach

**Challenge:** Marcela was a seasoned and passionate cabin crew member with a renowned airline. However, she harboured a desire to share her knowledge and passion for wellness by becoming a lifestyle coach. Yet, she needed support with the content creation skills and branding expertise to launch her coaching business effectively.

**Solution:** Practive Training & Consulting Solutions designed a customized content creation program to propel Marcela's transition from flight attendant to lifestyle coach. The program included:

- **Brand Development:** Practive collaborated with Marcela to define her unique coaching niche and target audience. This involved crafting a compelling brand identity encompassing a logo, website, and social media presence that reflected her expertise and coaching style.
- **Content Strategy Development:** Practive created a comprehensive content strategy to establish Marcela as a credible voice in the lifestyle coaching field.

This involved:

- **Blog Creation:** Developing a blog on her website dedicated to sharing valuable content on wellness topics relevant to her target audience.
- **Social Media Management:** Creating engaging social media posts on platforms like Instagram and Facebook to build a following and promote her coaching services.
- **Course Development:** Practive provided guidance on developing online courses and downloadable workbooks focused on specific areas of

lifestyle coaching, such as stress management, healthy travel tips, or building positive routines.

- **E-book Creation:** Exploring the possibility of crafting an e-book on a specific lifestyle coaching topic to establish her expertise and generate leads.

### **Results:**

- **Branded Coach Identity:** Practive's support helped Marcela create a professional and trustworthy brand identity as a lifestyle coach, setting her apart from the competition.
- **Engaged Audience:** Through consistent, valuable content on various platforms, Marcela attracted a dedicated audience interested in her coaching approach.
- **Launched Coaching Programs:** With Practive's guidance, Marcela developed online courses and workbooks that she could launch to generate revenue and provide coaching expertise to a wider audience.

### **Client Quote:**

"Leaving the world of airlines was a daunting thought. Practive provided the stepping stones I needed to launch my coaching journey. Their content creation strategy equipped me with the tools to build a brand and connect with potential clients. Now, I can share my wellness knowledge and empower others to live healthier lives while building a fulfilling coaching career." - Marcela R, Cabin Crew Professional & Lifestyle Coach

**This case study demonstrates Practive's ability to empower individuals with specific skill sets to transition into new career paths. By creating a strong brand identity and developing valuable content, Practive equips aspiring coaches like Marcela with the tools to launch successful businesses and make a positive impact.**