



Marketing  
Strategy for  
Mindfulness  
Coaching  
by X for  
Women



*Antonia Franckenstein*



# VISION

Empowerment, growth, authenticity, self-compassion, resilience, self-awareness, empathy, and accountability. These values guide our approach to mindset coaching for women, fostering personal empowerment and holistic well-being.



# GOALS

Our goal is to become the go-to destination for women seeking transformative mindset coaching, recognized for our commitment to empowering women to unlock their full potential and live fulfilling lives.

# MISSION

Our strategy's mission is to establish our mindset coaching services as indispensable resources for women seeking empowerment and personal growth. By leveraging targeted marketing efforts, innovative content creation, and strategic partnerships, we aim to increase visibility, attract our target audience, and foster long-term client relationships. Our strategy ultimately is positioning us as trusted guides in their journey towards fulfillment and success



# THE WHO

## The Ideal Customer

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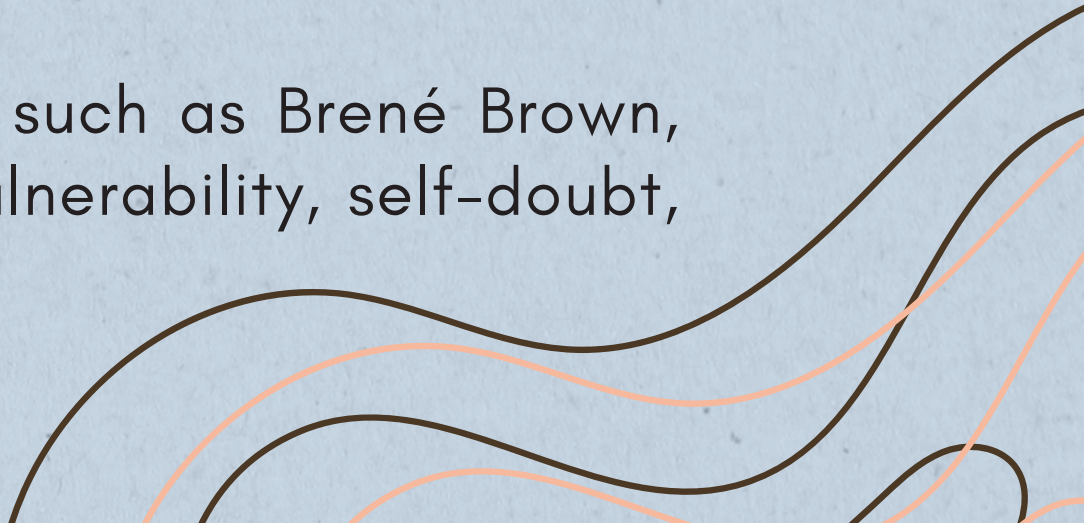
**Pain Points:** Balancing the demands of work and personal life, battling self-doubt and imposter syndrome, seeking clarity amidst uncertainty, coping with stress and burnout, and feeling trapped in unfulfilling routines.

**Dreams/Goals:** Aspiring to become a confident leader, yearning for harmony between work and personal life, craving deeper connections and meaningful relationships, striving for financial abundance and freedom, and pursuing personal growth and fulfillment.

**Their customer journey - what part of their journey are they on?** Initially recognizing the need for personal development, exploring various coaching services, making the decision to commit to coaching, actively implementing strategies for growth, and ultimately sharing positive experiences with others.

**Where they hang out:** Engaging with career-related content on LinkedIn, participating in personal development forums, tuning in to mindset and growth podcasts, finding inspiration on Instagram, and attending virtual events and webinars.

**Their influencers - people they love:** Drawing inspiration from thought leaders such as Brené Brown, Mel Robbins, Marie Forleo, Tony Robbins, and Jay Shetty, who share insights on vulnerability, self-doubt, meaningful living, personal development, and mindfulness.



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# DISCLAIMER

*The Mindfulness Coaching by X for Women may not be suitable for individuals, resistant to personal growth, seeking quick fixes, or experiencing severe mental health issues requiring clinical intervention.*

# THE WHAT

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# What we can offer you

**Why our coaching is great:** Empowering women to overcome self-doubt and achieve their fullest potential.

**Core promise:** Supporting women in cultivating resilience, confidence, and balance.

**What makes our 1:1 session unique:** Personalized approach, tailored resources, and empathetic support; individual package pricing so even individuals with low income can afford coaching;

**One-liner:** "Empowering women to thrive - one session at a time."

**Details:** Varied pricing and flexible time commitments.

**Weaknesses** Due to the personalized nature of one-on-one coaching, scalability may be limited, making it challenging to accommodate a large number of clients simultaneously without compromising the quality of service.

**Competitive Advantage:** Client-centered approach, proven results, and commitment to well-being set us apart. Additionally, our individualized pricing ensures accessibility to coaching for all, regardless of financial constraints.

**Unique Service:** We offer a safe space for growth, empowering women to thrive.

**Addressing Doubts:** We tackle objections with our personalized approach and flexible options.

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# THE WHERE Advertisement Options

**Social media** - Facebook, Instagram, TikTok, LinkedIn,

**Paid advertising** - Facebook, Instagram, LinkedIn, YouTube, etc.

**Search engine results** - Google, Youtube, Bing, Yahoo, etc.

**Online communities or groups**

**Online forums** - Reddit, Quora

**Related Industry Websites & Blogs**

**Podcasts**

**Webinars**



THE HOW  
The Plan of  
Action

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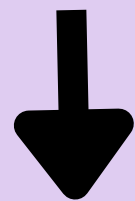


# OUR APPROACH

## The Plan of Action

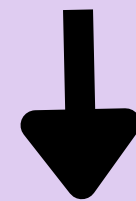
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### **Instagram**



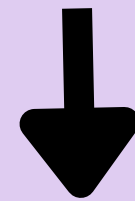
Set up an account, post 3 reels weekly (value, storytelling, engaging), 1 carousel weekly, daily stories, and engage with followers of relevant accounts.

### **Facebook**



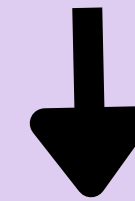
Set up a fan page; post testimonials, blogs, and interesting studies; interact with relevant groups

### **TikTok**



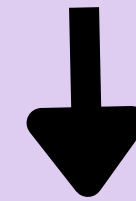
Create engaging reels: value, storytelling, funny; use trending sounds; loops;

### **LinkedIn**



Create informative posts and videos, engage with relevant groups

### **YouTube**



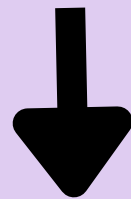
Create informative videos

# OUR APPROACH

## The Plan of Action

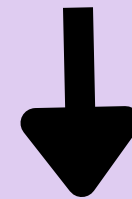
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### **Content**



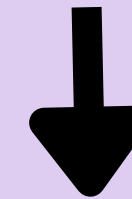
Publish 2 SEO-optimized blog posts monthly;  
Webinars;  
Lead Magnets (Freebies);

### **PR**



Partner with podcasts to discuss mental health and coaching topics;

### **Partnerships & Affiliate Program**



Collaborate with mental health influencers.

# THE PACKAGING

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- Ensure communication is clear, emotionally compelling, and relatable, addressing the needs and aspirations of your target audience.
- Clearly outline the pricing structure, highlighting the value clients receive from investing in our coaching services.
- Maintain consistent branding and visually appealing design across all platforms to enhance the user experience and reinforce your brand identity.
- Regular checks and optimization website and online platforms to ensure smooth functionality and a positive user experience.
- Provide excellent customer service, offering convenient options for scheduling and being responsive to inquiries and concerns.

# DO YOU HAVE ANY QUESTIONS?

Please let me know if you have any concerns or doubts about the marketing strategy. They are more than welcome!

[Schedule HERE a call with me!](#)

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