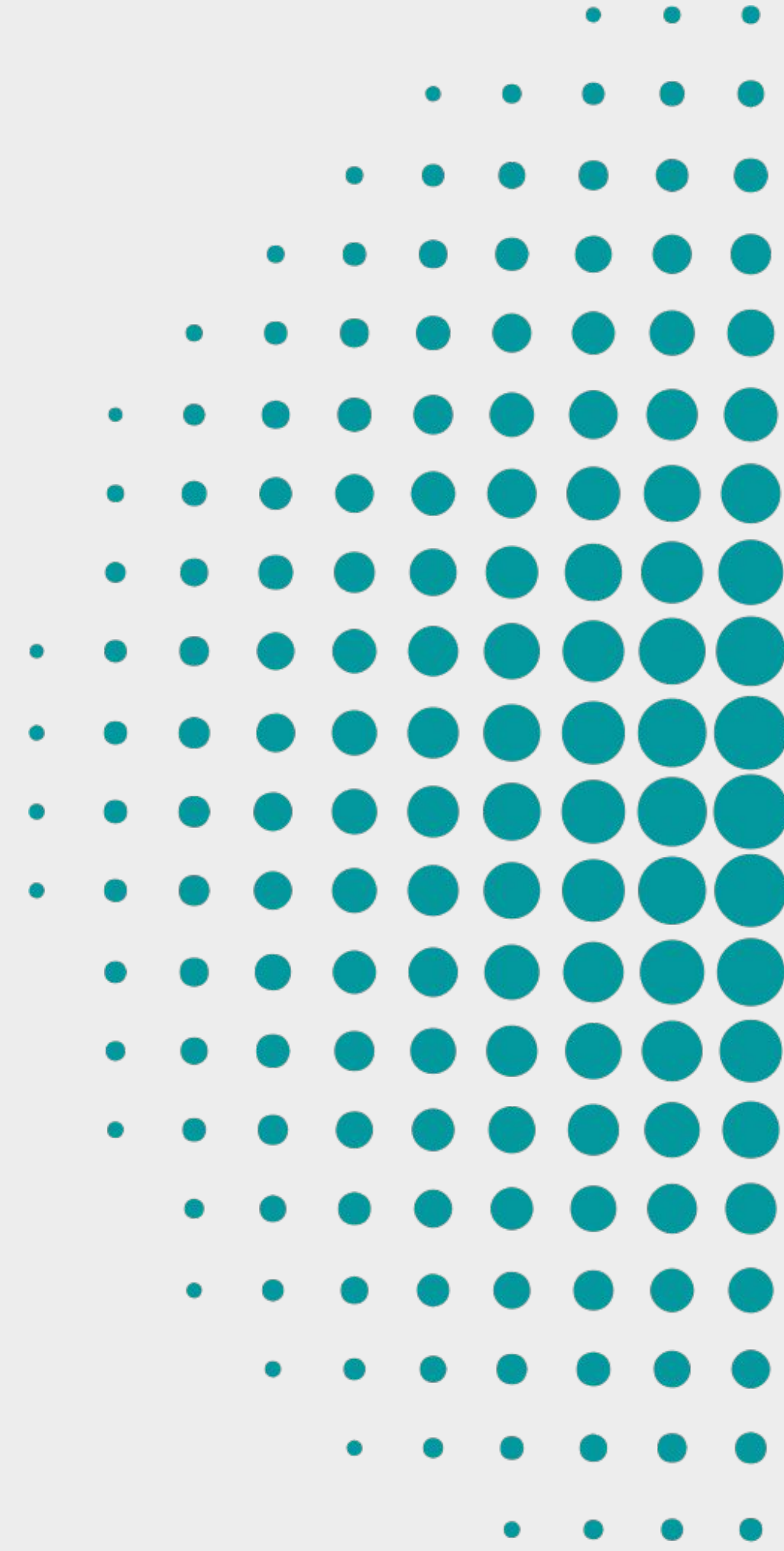


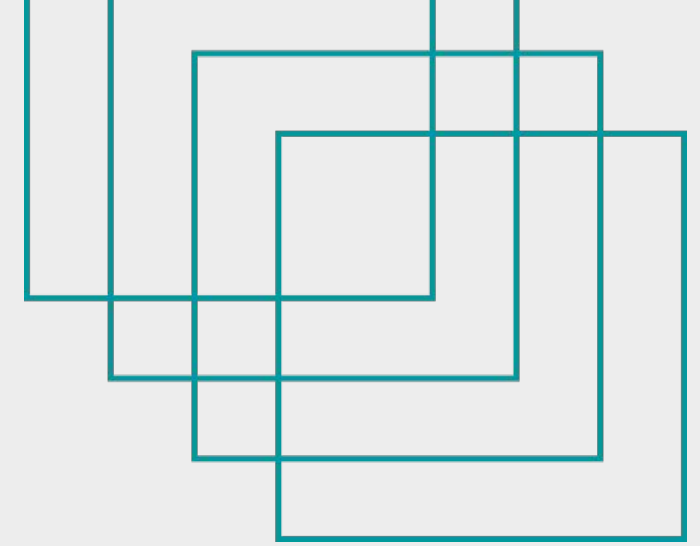
# Law School Admissions Writer Streamlines Ops and Expands Into New Markets



# Founder Profile



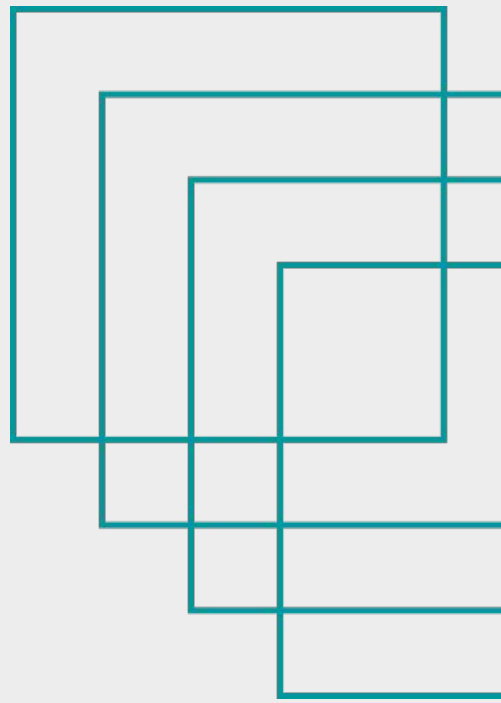
- Late 30s
- Stage: growing the business
- Thrived in corporate career
- Started side hustle as a writer
- Helps law school applicants prepare essays
- Scaled side hustle into a full-time business





# Founder Doing Right

- Turned niche service into a full-time business
- Professional, hardworking, and customer-focused
- Handles last-minute client demands
- Exceptional service drives referrals and growth



# Key Challenges

- Earning well but wants more
- Demand spikes before deadlines, then drops
- Limited services restrict growth
- Small market with strong competition
- Needs to expand offerings or audience

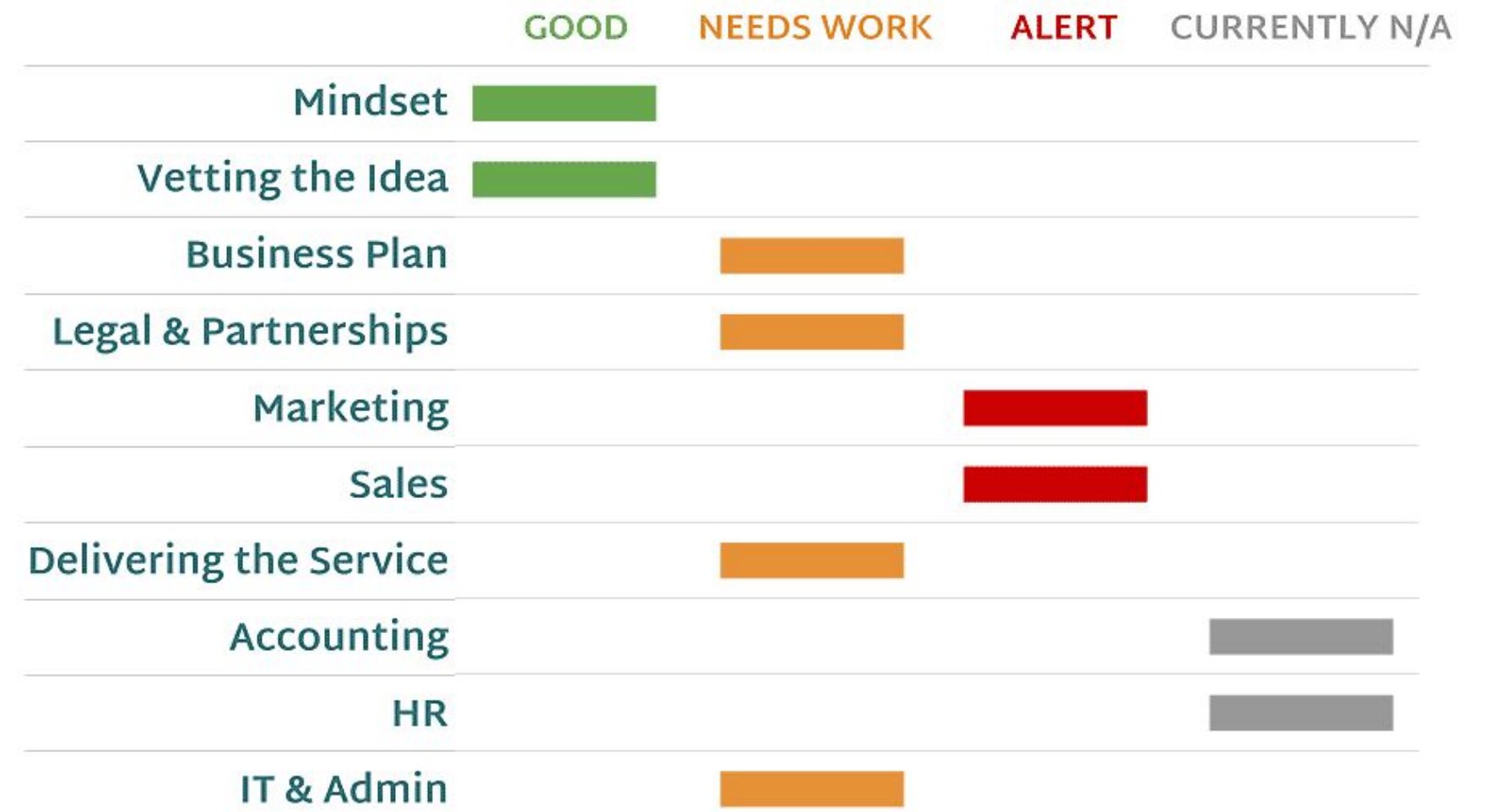




# Assessment



## 10-Point Assessment: Vanessa\*



\*name changed for confidentiality

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# Solutions

- Marketing & presence: build a website, join platforms like Fiverr/Upwork, and grow LinkedIn presence to attract off-season clients
- Efficiency: streamline operations with templates and intake forms to handle more clients efficiently
- Scaling: transition from solopreneurship by gradually building a team for growth
- Diversify client base: expand services (admissions advising) or target new markets (MBA applicants, professionals needing resumes/cover letters)





# Results Delivered



- Vanessa created a timeline to implement recommendations
  - Began expanding beyond application writing
  - Hired a part-timer to handle admin tasks
- Now focusing more on business priorities
- Revenue: reached 100K+
  - Start to finish: 6 months



# Founder

*"Your advice was invaluable and offered much clarity. I followed your recommendations and now hit my goal of 100K in revenue."*



# Feras Ahlou

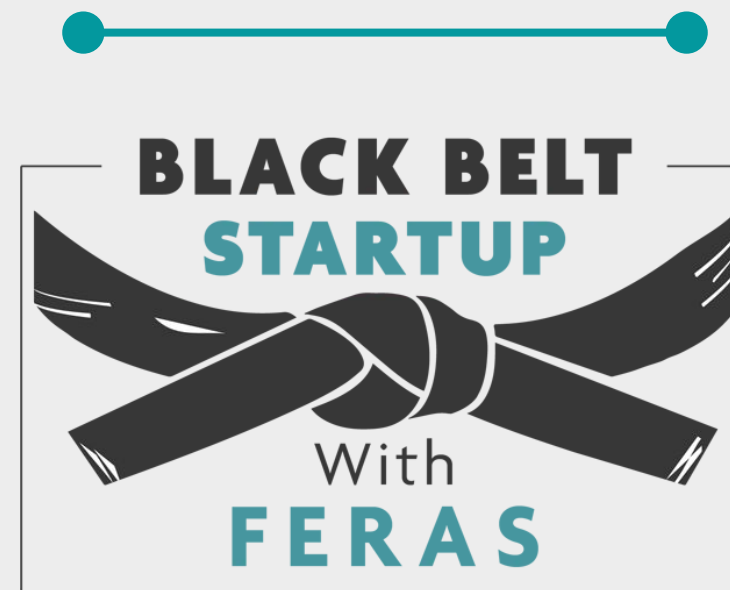
● — ●

*"Like so many other founders, Vanessa had been wearing every hat in her business. As we worked closely together, she put a clear plan in place, brought in support, and created the space she needed to grow. Now, she's not just working in the business – she's building it."*





# Thank You



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