

MALLUABLE

MALLEABLE = MALL(YOU)ABLE = MALLUABLE

CLIENT BRIEF

What is your company name and how you would like it to appear on your logo?

Malluable is our main company name. I would also like to have a version with the following in smaller print: life coaching | Sophia Green

What industry are you in?

We offer life coaching to successful entrepreneurs and business owners.

What is your unique selling point of your product?

We tailor our life coaching to each client specifically. We mostly deal with highly successful entrepreneurs and business owners who need help handling next steps in their careers. We help them narrow down their focus and help them to realize their next steps so they do not feel overwhelmed with big life and business decisions. I think we are different in not only the type of people we attract but the unique plan we develop for each person.

Our name comes from the word malleable, which is how easy it is to bend and change the shape of a metal or object. We changed the spelling to be a unique custom word MALLUABLE to factor in the U as an ode to the personal tailored coaching we offer. It is like taking a valuable piece of gold and changing the shape to make it into something better.

Who is your Target audience?

Those who have already achieved a bit of success in their careers as entrepreneurs or even as part of a company. They tend to demand quite a bit of attention and are wary of paying for a coaching service. We want them to know that our solution is unique but also tailored toward successful people.

What is your price point?

We charge a fairly high hourly rate for our coaching services. We offer in-person but also Zoom focused coaching calls and develop a custom action plan or them to follow.

Style Preferences?

I would love it if we incorporated a metal somehow into the branding, gold specifically, as that ties into our overall concept and idea.