

EnergiseLegal case study

Solicitors/Career Management/Becoming Self Employed

Becoming a self-employed international expert

The Brief

- An expert in governance and justice, and newly self-employed following nearly 30 years with the same employer, our client was Canadian and lacked a network in the UK as well as knowledge about how to go about getting freelance consultancy work.

My Role

- We shared practical tips about how to define her target audience, helped her shape relevant services, the best way to keep in touch with referrers and prospects, case studies demonstrating the value she brought and helped her to design her business cards and craft LinkedIn profile copy.

The Result

- She achieved relevant projects for her specialism in the UK and internationally and new confidence about marketing herself and networking, successfully developing a portfolio career.



Client Testimonial

“I was extraordinarily fortunate to meet Rachel at a London women lawyers networking event. She was warm, enthusiastic and confidant – and interested in me and my plans to transition to a new career after more than twenty years in a traditional lawyer role. I absolutely feel that my decision to work with her was pivotal for me. Her coaching helped me on both theoretical and practical levels. She led me to understand more fully why I wanted to move forward and gave me many practical tools to enable me to do so. She was supportive and understanding throughout our relationship. I would strongly advise anyone who wishes to transition into a different type of career, or to diversify a career, to obtain the help and advice of a professional coach. And I would unreservedly recommend Rachel Brushfield as that coach.”

Jennifer Button