

EnergiseLegal case study

For Solicitors/Marketing Myself/Personal Branding

Thought leadership supports career pivot

The Brief

- Overcome blocks about marketing self.
- Help to change career direction with career coaching and marketing support.

Our Role

- Reframe marketing and self-promotion so feels more comfortable.
- Introduced client to a book publisher to write a chapter in area of new career interest ESG, giving a career capital asset to market self and reposition into new career area.
- Connected with useful contacts in my network and relevant resources.

The Result

- Published author on a chapter about ESG in a multi-contributor book for Globe Law and Business.
- Chapter featured as sample in publisher's marketing material about the book, giving a marketing tool with potential new employers.
- Co-authors a new network to leverage to help achieve career pivot.
- More comfortable with marketing self so doing it more.

Client testimonial

“Rachel continues to be a support and keeps in touch with ideas and suggestions and is always there to connect me to people she thinks would be of help. This is a valued trait and one which I think really stands Rachel apart from other coaches.”

Claire Shasha.