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Marketing Plan: Uma Mageswari D

1.	Client Type	Working Professionals looking to have well paid jobs, wanting transition in their career smoothly, do the work they like and with fulfilment which aligns with their purpose in life
	Profile	Between 30 – 50 years
	Pain	Feeling stuck and unable to make desired progress in career Having deeper relationship/ marital issues Lack of confidence Lack of clarity
	Problem	The steps they've taken are not yielding fruitful results and so they feel stuck, anxious
	Solution	Freedom from conflicting thoughts, guilt. Focussed and being highly motivated.
	Prayer	Achieve a stage of mental/emotional freedom to make own choices. Working at a job that pays well, honours the role performed and contribution to the company. Make progresses passion and helps with growth as a person as well.
	Answer	Freedom from all stuckness Able to make clear career choices Having inner confidence Empowered to make choices from strength

2.	Product	BTC NLP Techniques, Emotional Freedom Technique, Matrix Past Life Reimprinting Technique, Mokshapata Readings, Angel Card Readings, Reiki
3.	Positioning	
4.	Price	Rs.5000
5.	Place	One on one sessions, Online
6.	Promotion	Word of mouth, Online platforms like Facebook, Instagram, Whatsapp
7.	Proof	Testimonials that clients have shared through calls, Whatsapp messages
8.	Pitch	