

CLIENT CASE STUDY

EMPOWERING A VETERAN CAREGIVER TO SHARE HER MISSION WITH THE WORLD

BACKGROUND

This founder created a product designed to provide warmth and comfort for cancer patients undergoing treatment, an idea born from her late husband's battle with pancreatic cancer while on active duty. She also runs a nonprofit supporting Veterans and families affected by cancer. Although deeply passionate and mission-driven, she struggled with knowing what to say in her newsletters and how to stay consistent with content creation while preparing for a soft product launch.

CHALLENGES

- Uncertainty about what content to create for email newsletters and social media.
- Intimidation by AI tools and lack of experience using ChatGPT.
- Desire to communicate a deeply personal story with professionalism and clarity.

✨ TESTIMONIAL

"This tool gave me the words I've been holding in my heart and helped me get them onto the page in two seconds flat. I would've spent a week and filled a notebook trying to do what it did in an hour. This tool made me feel professional—it gave me clarity, structure, and so much time back. It's like spell check on steroids, but for your entire business voice. Every founder needs this in their toolbox."

PROCESS

During a live co-working session, the founder was guided through the Content Planning & Writing Assistant. The tool:

- Captured her brand story and voice using simple prompts.
- Helped her articulate her mission and product value clearly.
- Outlined a soft-launch marketing plan for the next 100 days.
- Generated content buckets, email topics, social captions, and video script ideas.
- Produced a downloadable editorial calendar tailored to her launch goals.

RESULTS

- The tool translated her story into professional marketing language she could use on her website, emails, and social media.
- It created a 5-part email sequence aligned with her soft launch.
- She walked away with content clarity, language she felt proud of, and renewed confidence in her marketing approach.