



# Marketing Passport®

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foundation, organised in one place.*

*Foundations » Strategy » Execution Readiness*



**GNR MEDIA**  
GROWTH AND REVENUE

# CLIENT INFORMATION

## 1. BUSINESS BASICS

<b>Full Name:</b>	Monica Katona		
<b>Website Address:</b>	wordsinbloomenglish.com/		
<b>Business Stage:</b> (Idea/ Growing/ Established)	Established	<b>Primary Contact:</b>	Monica Katona
		<b>Country:</b>	United States
<b>Phone Number:</b>	+1 406 314 9336	<b>Email Address:</b>	eyefull@pm.me

Which industry best describes your primary business?

The industry that best describes my primary business is education.

How does your business primarily operate?

My business would primarily operate online, and my intention is to provide language training to English learners, which would be program-based.

Where do you currently serve customers?

I am looking to serve customers just about anywhere (internationally).

If you have a physical presence, where is it located?

I would be working from my home office where I reside. (Thompson Falls, Montana)

## Which location matters most for your growth right now?

For me, the location doesn't matter, since I would be serving customers wherever they are.

## 2. MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

### Mission (what you do and who you help?)

I am an ESL teacher/instructor, certified in TESOL. My business offers live English coaching; language training for learning levels A1 (beginning) through C1 (low advanced). I can hold one on one and group sessions. Basically, my coaching is program-based. I help expats, or immigrants, who have recently moved to or have lived awhile in the US or other English-speaking country, to improve their English skills. I also help English learners in the workforce who also need to improve their skills. The kind of people I would love to work with are adult English learners who come from various backgrounds and countries and they don't have to be limited to any specific industry. They can be anywhere in their career path as well. These people should earnestly want to improve their weaker areas of English and will give anything to improve and become more confident.

### Vision (what success looks like in the future?)

The problem I am helping to solve is any area of weakness in English that my clients express. I want to help move English learners from feeling stuck to feeling like heroes, walking into new doors of opportunity. The frustration that brings people to me is that they don't have the confidence they want in using English, especially when it comes to speaking. They come to me wanting to gain fluency, to correct their pronunciation, or even to talk like a native speaker.

After working with me, people often tell me they feel more confident with their English general.

### Core values (3-5 guiding principles)

If my business is wildly successful in 2-5 years, for instance, what will have changed is my mindset and the fact that I want to bring as much value as I can to my clients.

What matters most when running my business is customer satisfaction. I don't just want to take their money. I want to build a solid relationship and a real trust that will keep my clients coming back. I will always do my part by showing up, and with an upbeat, professional attitude.

### **3. PRODUCTS & SERVICES**

((WHAT YOU ACTUALLY SELL))

#### **List of core products/services .**

I currently sell live English coaching, English as a second language, as 12-unit courses: from levels Beginning (A1) through Low advanced (C1). I can do these as 1:1 coaching sessions or as group sessions. I am primarily serving expats/immigrants to the US, or other English speaking countries, and who need a better grasp of the language. I am also serving English learners in the workforce, at any stage of their career, and who also need to improve their skills.

#### **Outcomes: the results your customers get.**

The outcomes of mastering English skills for expats and working learners may vary, depending on their proficiency. For anyone who is truly committed to my ESL coaching, the outcomes they can expect are: the ability to engage effectively in conversations, the ability to express ideas clearly, and the ability to understand the nuances of English. Expats and working learners can also expect to increase their job prospects, to increase their earning potential, and to be able to take advantage of networking opportunities. They will also become more integrated with the culture around them. They can expect to start building meaningful relationships, to feel they're an important part of their community, and to better navigate daily life. Beyond professional and academic benefits, improving English skills with my coaching contributes to personal growth and confidence: expats and working learners can expect to feel boosted self-esteem, to develop a lifelong learning mindset, and to feel a deeper sense of cultural appreciation.

#### **Pricing: how you package or charge for your work.**

I currently price my offer as a course package of 12 class sessions, for about \$360. This is for any learning level. I am including a free PDF copy of each lesson for every enrolled student, as well as free live support if needed.

#### **Hero Offer: the offer that drives most of your revenue.**

I am honestly not sure which offer brings in the most revenue at this stage, since I haven't sold any of my courses yet.

## 4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

### **Ideal customer profile (plain English) .**

My best or ideal customers (and I've had these kind before) are expats to the US, or they can be in the UK or Australia. These can be recent expats who have moved to the country or who have lived in their new country for awhile but they don't have a great command of English. This also applies to working immigrants who need to improve their English. Their proficiency can be anywhere from beginner to low advanced. Basically, I would segment my customers into: Expats living in the U.S. who've been here long enough to function—but not fully belong yet, but they could also be new to the country. The other type is working English learners who feel stable—but stuck. They have a job, a routine, and English that works... yet they feel slightly out of sync at work and socially.

### **Customer segments (if you serve more than one type of customer).**

For the clients I have worked with, or potential clients, they often express frustration about their fluency or vocabulary, or are going through a job transition, trying to get a promotion, for instance.

### **Customer Problems: the challenges they face.**

Clients usually say they want help with their speaking in general, especially in accuracy. I have also had some ask if I could help them with English test prep, like IELTS or TOEFL.

### **Why do customers choose you?**

I believe the problem these clients are actually trying to solve when they express these needs are their desire to feel more like they belong where they're at, to sound more respectful, to find more opportunities, and especially, to gain more confidence overall. They would choose me over other ESL teachers most likely because of my personality and energy; perhaps they like my teaching style as well, and because I am willing to cater to their needs and tailor my lessons to help them reach their goals.

## 5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

**Direct Competitors: businesses offering similar products or services.**

I feel that I am competing with other ESL teachers or coaches who might be more qualified and experienced than I am and who have better, more strategic ways to source their clients. These teachers or coaches are probably experts at marketing themselves.

**Indirect Competitors: alternatives your customers might choose instead.**

When a prospect chooses not to hire me after learning about me what I offer, it seems they are most likely to choose a cheaper option, or something that would give them more bang for their buck. They might also choose to study on their own, especially if they are introverted or have a crazy schedule.

**Your Edge: what you do differently and why customers choose you.**

When clients do choose me instead of the options mentioned above, it is most likely because they are the right customers for me; they feel comfortable with me. They like my personality, cultural understanding, and that I offer a safe space to speak, with no fear of judgment. They like that I can help them gain more confidence, especially with their speaking.

I think my clients—on an emotional and situational level—struggle with things such as: confidence, not just in the workplace, but in social settings; accent anxiety, and perhaps fear of speaking up. They would express how bad they think their accent is, and they might be quiet in groups or meetings because they think they can't express their thoughts or ideas in a clear, natural way, for instance.

I'm actually not sure what most ESL teachers do, what their approach is, but I have my own unique style. I create aesthetic, easy to read content on slides. I keep the same structure and look of my slides, but with a varied background color, for all the levels I teach. My goal is to make my sessions feel immersive, encouraging my students to practice as much as they can. My best, most energizing clients are those that have an upbeat personality and a good sense of humor, easygoing, who also have a positive mindset and are excited and motivated, enough to keep learning with me. They can be at any career stage.

## 6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

**Positioning Statement: the core idea you want to own.**

My clear, positioning statement is that I help expats and working English learners in the U.S. or other English speaking country move from hesitant speakers to confident communicators by giving them personalized, real-world English coaching they can actually use in their community, in meetings, interviews, and everyday workplace conversations.

**Short pitch / 7-second explanation.**

My 7-second pitch would sound like this: “I turn hesitant English speakers into confident workplace personal, and social communicators.”

**Hooks/Taglines: memorable lines that spark interest.**

My confidence-focused hooks are: “You don’t need perfect English. You need usable English. Confidence first. Fluency follows.”

My Real-Life Application hook is “English for real meetings. Real interviews. Real conversations. Real life”

My Personalized Experience hook is “English support that feels human. Real coaching.”

This would be my unique edge (What sets me apart) Here’s what makes my brand different:

Real-time application focus – I teach usable English, not theoretical English.

Casual + immersive environment – I make it relaxed but purposeful.

Personalized feedback – Not generic corrections.

Extra support access (15-minute sessions) – This builds trust and retention.

High energy + enthusiasm – I’m not robotic or dry.

Confidence-centered approach – I normalize your accent and imperfection.

My positioning lane is practical, personalized, confidence-focused, empowering English Coaching for Professionals and expats

**Tone of Voice: choose the style that fits your brand.**

The following define my tone of voice:

Encouraging: I normalize mistakes. I reduce shame. I build courage.

1. Language style: “You’re not behind.”, “You’re closer than you think.”, “Let’s practice that again.”, “This is safe space English.”
2. Energetic but Grounded: Upbeat and motivating, but not overwhelming.
3. Clear and Direct: No academic jargon. No complicated explanations. Simple language modeling by examples of what I teach.

## 7. BRAND STORY

(EMOTIONAL CONTEXT)

### Who is your ideal customer?

Moving to the United States is supposed to feel like opportunity. A better job. A fresh start. A new chapter. But for many expats and working English learners, it doesn't feel that way. Instead, it feels like sitting quietly in meetings — knowing you have something valuable to say, but not finding the words fast enough.

### What are they struggling with?

They don't just struggle with English. They struggle with confidence, with belonging, and with the quiet fear that their language skills are holding their life back. So they try to fix it the “responsible” way. They download apps. They study grammar alone. They memorize vocabulary lists. But when it's time to actually speak — in a meeting, in an interview, at a social gathering — the words still feel stuck.

### How does your brand help?

Language isn't just something you study. It's something you use. That's where I come in. I don't just teach English; I coach real people through real conversations. Through live, supportive sessions, I create a space where mistakes aren't embarrassing. I gently guide, correct without criticism, and help them practice speaking in complete sentences, with clarity and structure. I don't rush them, I don't shame them, nor do I overwhelm them. I help them build skill and confidence at the same time. And that changes everything. They start speaking up in meetings, and they apply for the promotion. They start to build friendships with native speakers. They stop apologizing for their accent, and they stop shrinking. They don't just improve their English. They begin to feel like they belong. They begin to see themselves as capable professionals — not “the one with limited English.”

### What does life look like after success?

And over time, they develop something even more powerful than fluency: A positive mindset, a willingness to speak, and a lifelong confidence in their ability to grow. My brand isn't about perfect grammar or a perfect accent. It's about helping expats and working professionals stop feeling invisible — and start feeling at home in their own voice.

## 8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

### Brand personality traits.

My brand is energetic, motivating, warm, and nurturing, with a light and engaging presence that helps expats and working English learners feel immediately at ease. I don't position myself as a strict academic authority or a "perfect English only" expert; instead, I show up as an encouraging, patient, and compassionate guide who focuses on progress over perfection. My voice is practical and honest, yet always gentle, helping clients see that they already have ideas worth sharing and that their accent or mistakes do not define their value. After interacting with me, clients should feel safe, supported, calm, motivated, and confident — empowered to speak up and take up space even if their English isn't flawless. At its heart, my brand exists to foster a sense of belonging, reminding every client that they deserve to participate fully in their workplace and community long before their English feels "perfect."

### Voice Guidelines: the do's and don'ts that keep your communication consistent.

When I speak, I try to use encouraging language. Instead of saying "You need to improve your fluency", I would say things like "You already have ideas worth sharing — let's help you say them clearly. You're closer than you think."

If you are an expat, whether you are just learning to navigate your new surroundings or are somewhat established in your career, but you often feel like an outsider, you can be assured that I normalize imperfection. I actively remove shame, saying things like, "Your accent is not a problem. You don't need perfect English to be respected. Moreover, mistakes are part of growth — not proof that you don't belong."

I also believe in being direct, yet gentle; I am honest, but never harsh. Instead of saying, "This is incorrect", I will say things like "Here's a more natural way to say that." or "Let's adjust this so it sounds stronger."

### One-Word Descriptor: the single word that captures your brand's essence.

## 9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].



Brand colours, e.g: your colour codes: #8c52ff

Fonts / typography.

Visual preferences.

My visual identity should feel like a welcoming, confident mentor in a sunlit room — creative, warm, and uplifting without ever feeling strict, corporate, or academic. The overall aesthetic blends botanical softness with feminine confidence and fresh energy. My brand should look polished but human, expressive but clean. It should communicate to my expat and professional English learners that they are safe to grow, safe to speak, and capable of progress.

My color palette should unify the softness of your logo with the vibrancy of your website. Soft periwinkle blue acts as your primary anchor color, representing clarity, communication, and trust. Warm blush pink supports my nurturing and encouraging tone, while botanical green reinforces themes of growth and new beginnings. Light cream provides breathing space and keeps layouts feeling open rather than heavy. A soft golden yellow can be used sparingly as an accent to signal optimism, momentum, and calls to action. The overall palette should feel luminous and fresh — not muted, muddy, brown-toned, gray-dominant, or neon.

The typography should be simplified and intentional. My headline font should feel bold, structured, and confident — something similar to Bitter Bold or a strong serif with personality. Body text should use one clean, easy-to-read sans-serif font such as Gill Sans.

My imagery should lean heavily toward natural-light photography rather than illustrations. Botanical elements, soft greenery, warm indoor settings, and real professionals in authentic conversation will reinforce your brand's warmth and humanity. I would avoid stiff corporate boardrooms, cold gray spaces, or overly staged stock photography. The feeling should be relational and inviting — like sitting down with a coach who truly sees you. Layout-wise, my brand should feel clean yet slightly layered and expressive. It is suggested that I use soft shapes, gentle color blocks, and breathable white or cream space.

## 10. WEBSITE & INFRASTRUCTURE

### SNAPSHOT

(EXECUTION READINESS – SIMPLIFIED)

What website platform do you use? Tick one. If you select other, please provide the platform name.

Wordpress       Webflow       Shopify       Other Paynip

Where is your Domain or DNS hosted?

Cloudflare       GoDaddy       Namecheap       Unsure       Namecheap

Do you have full website access or not?

Yes       No

## 11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

**Current channels in use.**

My marketing channel strategy should be focused, relationship-driven, and built around depth rather than visibility everywhere. With only 3–5 hours per week to dedicate to marketing, my growth must center on a small number of high-impact channels that directly reach expat and working professional English learners in the U.S. Right now, my primary visibility platform should remain LinkedIn, as I've had a couple discovery calls only. Rather than treating it as a general social platform, I should position myself there as a Career English Strategist who helps expat professionals gain confidence and advance in U.S. workplaces. My content should consistently reinforce authority in workplace communication, professional identity, and career progression, with a clear call to action directing people to book a focused strategy call.

**Channels you want to use next.**

Alongside LinkedIn, my second core growth channel should be referral partnerships. Because my niche serves expats navigating career mobility and cultural adaptation, strategic partnerships with immigration attorneys, career coaches, recruiters, HR consultants, and relocation professionals can become a steady source of warm leads. Instead of trying to build a large network, my goal should be to develop a small number of strong, mutually beneficial relationships where I support their clients' communication success while they refer professionals who need your expertise. This relationship-based channel is likely to convert more efficiently than broad social media exposure.

**Paid vs organic mix (if any).**

My conversion mechanism should be simple and direct: a clearly positioned Career English Strategy Call that serves as the central entry point into my services. My focus should be refining my messaging, strengthening my profile, and ensuring every piece of content points toward one clear next step. The strategy is not to be everywhere, but to become known and trusted in one primary professional space while leveraging targeted relationships to accelerate growth.

## 12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

- Logo files
- Photos
- Videos
- Testimonials
- Case studies
- Written content

I have a logo that is in JPG format. I haven't converted it into a transparent PNG, nor do I have a black/white version. I don't believe I have any horizontal + stacked versions of my logo either. I do have a brand style guide, and my main colors, fonts, and layout type is pretty much decided on.

I have a professional headshot photo, but I don't have any lifestyle photos of myself teaching or working with clients. I don't have any photos that particularly represent my brand—no flat lays or workspace photos, but I do use a few photos of excited learners, some showing these learners jumping for joy, plus one key photo of a workplace with global workers. Not sure about the resolution, but I have usage right for these images. I've gotten these from Pinterest. I also have photo covers that I created, of the courses I am putting together.

I don't currently have an intro video about myself. I do have some sample teaching videos that I made before I even started my business. I will be revamping these videos with time. I don't have testimonials on video, nor do I have any reels/short-form social content. My teaching videos are on YouTube.

I do have some written testimonials on Preply, a platform I used to teach on. I'm not sure if they are approved for public use. I don't think I have any reviews with before/after case studies, or any that actually show measurable results. If necessary though, I could have the one client I retained on Preply write about how I've helped her.

I have a website, not sure about website copy. I have some blog posts I wrote, and my sales pages are on my current website, and these tell about my coaching services and what to expect in class sessions. I don't have any email sequences or active lead magnets at this time. I believe my messaging has been evolving and is close to being finalized.

I think what feels outdated is the approach I was using to attract clients.

## 13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

### Core topics you want to be known for.

When someone Googles something and finds me, I want them to see that I am a Career and Cultural English Strategist who helps expat professionals gain confidence and advance in workplaces where the language is spoken. This also goes for expats who have just settled in the US or other English speaking country, who want to reach some important goals, both socially and professionally. I want to be known for helping to boost my clients' confidence in speaking, not only English speaking for daily life, but for job interviews, interpersonal communication at work, and participating in meetings.

### Primary keywords/themes (the search terms and themes your ideal customers actually use)

I would think that an ideal client that is searching on Google and feeling frustrated is typing "How to speak English more fluently", "I feel embarrassed speaking English at work", "How to prepare for a job interview in English", or even "How to understand native speakers." I think the exact frustrations I hear most often are "I can't express myself well, or can't explain things well" or "I make many mistakes when I speak English."

I often hear my clients, even potential ones, say they get nervous speaking or they can't find the words they want. I also hear "Correct me if I make a mistake", or "My accent is bad".

I offer live English coaching classes for expats and working learners. I sell them as 1:1 coaching or group classes. I also offer a free initial consultation, which would include a quick level assessment, and then an easy conversation about client goals and needs. I am currently working on my grammar lessons, and I will be adding some "speaking only" lessons, as well as listening and vocabulary lessons. Eventually I will try to sell business English lessons and digital courses.

## 14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

### Primary business goal (your main focus for the next 6–12 months).

Over the next 6–12 months, my primary goal is to generate approximately \$8,000 per month in recurring revenue by working with 5–6 premium 1:1 clients weekly through my 90-day Confident Communicator Method™, while gradually expanding into group programs and digital courses.

### Key outcomes you care about (leads, sales, visibility, etc.).

My top priorities are achieving consistent income, growing my visibility and authority as a Career & Cultural Communication Strategist, and creating a scalable transformation-based program that builds client trust and meaningful relationships.

### Biggest constraints: what's limiting progress (time, budget, clarity, systems).

The biggest constraint currently is low visibility and unclear premium positioning, which has resulted in zero inquiries, along with secondary challenges like lead conversion, pricing confidence, and fear of being overlooked.

To measure success, weekly targets include publishing four authority-driven LinkedIn posts, adding 25–40 targeted connections, and sending 15–20 value-driven messages or initiating partnership conversations. Monthly goals are to generate 15 qualified inquiries, conduct 12–20 discovery calls, and convert 25–30% into premium clients, which would produce \$6,000–\$8,000 in monthly revenue.

The marketing strategy focuses on making my LinkedIn and outreach reflect the premium 90-day transformation I deliver. Key tactics include positioning myself as a strategist and founder of Words in Bloom English, publishing value-driven content, and focusing my discovery calls on serious prospects. The Confident Communicator Method™ remains the flagship program.

In the next 30 days, the immediate focus is rewriting my LinkedIn headline and About section for clarity and authority, publishing posts that demonstrate expertise, initiating strategic conversations, and starting discovery calls to convert my first premium clients. By keeping my messaging, method, and outreach tightly aligned, I'll establish authority, attract high-value leads, and achieve consistent growth.

## 15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

### Marketing Budget Range: an approximate amount you're comfortable investing.

My business currently operates with a lean monthly marketing budget of approximately \$50–\$100. This budget supports a focused, organic growth strategy centered on high-leverage activities such as LinkedIn content, referral relationship-building, networking opportunities, and selective low-cost digital tools. At this stage, marketing investments are intentionally conservative and prioritize visibility, positioning, and authority-building over paid advertising or large-scale campaigns. Any future expansion into paid acquisition, premium platforms, or outsourced support would be tied directly to measurable revenue growth and return on investment.

### Decision-Maker: the person who approves spend and final decisions.

All marketing decisions and expenditures are approved solely by the Founder. The business operates under a single decision-maker model, with no additional approval layers or spending thresholds. This structure allows for rapid execution, direct alignment between strategy and vision, and the flexibility to pivot quickly when needed. Because strategy, execution, and approval currently reside within the same role, maintaining clarity of priorities and disciplined allocation of funds is essential. As the business grows and potentially adds partners or team members, this governance structure may evolve to include defined approval processes and delegated responsibilities, but at present, autonomy and agility are key operational strengths.

## 16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

### Do you have permission to use testimonials/photos?

1. I actually don't have any form of written permission from people who have left reviews or testimonials for me, to use them. From a platform like Preply, I had some good reviews, and I was going to put them on my website. Most of these reviews/testimonials don't have full names, or job titles/company names, no do they have photos. I don't see that these same testimonials mentioned any specific results.
2. I mostly use stock photos from Pinterest. The great thing about the Pinterest app is that it lets you download any image, except those used for ads. I don't use client photos or Zoom screenshots from sessions. My logo image is originally from Pinterest, but I added my business name "Words in Bloom". I have also included my logo in creating lesson cover photos and End of lesson photos.
3. I have not used any statements like "Get hired faster", "Land your dream job", "Guarantee results", or "Transform your career". I have used "Master your skills", "Boost your confidence", or "Accelerate your English", in the past. I have positioned myself as a certified coach: a TESOL-certified teacher/tutor, and my certification was through UniPrep Institute online. I am not currently running ads on LinkedIn, Meta, or Google.
4. I normally don't collect email addresses, phone numbers, or resume/CV uploads. I'm not sure if I have a privacy policy on my website. I currently don't work with clients in the EU or UK.

### Industry Rules: any sector-specific regulations you must follow?

At this stage, all client feedback displayed in my marketing is presented as paraphrased "feedback themes" rather than direct testimonials. This approach minimizes copyright and privacy risk while ensuring marketing claims remain accurate and non-deceptive.

My language focuses on supportive learning environments, confidence-building, and skill development. I am accurately represented as a TESOL-certified teacher through UniPrep Institute, without implying licensure or government accreditation.

