



Project Brief – *Healing Health and Happiness*

PROJECT OVERVIEW & OBJECTIVE

Client Background – <https://healinghh.com.au/> [Facebook](#), [LinkedIn](#)

Healing Health and Happiness is the result of Dr Reetu Verma's personal healing journey from a near death experience to greater health, wellbeing, and purpose. Verma is committed to making a positive difference in the lives of others, to help them on their healing journey so they can live a healthier, happier life. With 25 years of academic experience such as being a teacher and coach, she has guided many, and wants to continue to provide this support through Healing Health and Happiness. Their mission is to help individuals heal and live a healthier, happier life, and aid in one's transformation into the person they are meant to be. Healing Health and Happinesses is dedicated to awakening one's true potential through education, empowerment, inspiration and guidance. Reetu believes that each healed, healthy, happy person will contribute to a healed, healthy and happy world.

Healing Health and Happiness offer one on one coaching sessions to help individuals uncover their authentic self, group workshops where you'll be provided with the tools and techniques to help provide support in one's own journey, and online courses such as education on chakras and how to heal through energy. These help provide empowerment, support, community, strategy and coaching, and ultimately lead individuals into a happier and healthier life path.

Project Goals

As mentioned above, Healing Health and Happiness offers one on one coaching sessions, group workshops and online courses. The client is wanting to focus on the selling of these experiences to help create revenue, and thus as Project Leaders you can do this by creating tailored content to help spread awareness and promote these products.

Furthermore, Linked In is a great tool for spreading awareness, and thus your client is looking to delve deeper into this social media landscape. As Project Leaders you can delve into what performs well on Linked In, come up with recommendations, and even start to enact these recommendations and create content to start to build up Healing Health and Happiness's presence on this site.

Important: These project goals are an outline only and may be subject to change throughout the duration of the project cycle.

PROJECT SCOPE

Key Deliverables

1. Create social media content, specifically for Instagram and Facebook, to help promote and increase the sales of the clients workshops and online courses
2. Create a social media strategy plan and content to help build a Linked In profile that encompasses the message and teachings of Healing Health and Happiness