



# SCRUMLINE

GROWTH FOR BUSINESS

## Case Study: PT to Corporate Wellness Company

**Industry:** Wellness & Hormonal Health

**SCRUMLINE Focus:** End-to-End Business Enablement, Strategic Advisory, Lifecycle Planning

### Background

The client—a certified wellness practitioner and personal trainer—had a powerful vision: to help women navigate menopause and hormonal shifts through holistic movement and lifestyle education. Yet despite passion and practitioner credibility, she felt stuck.

◆ *Limited resources* ◆ *No clear execution strategy* ◆ *Minimal time for business building* ◆ *Uncertainty around systems, brand voice, and market fit*

She didn't just need advice—she needed a Strategic Advisor and Partner

### SCRUMLINE Intervention

The SCRUMLINE team engaged across every layer of the business journey with tailored, modular support that respected her capacity, passion, and growth goals.

#### Discovery & Vision Mapping

- Articulated personal values into a brand promise
- Clarified impact goals and service identity
- Created a purpose-driven roadmap for expansion

#### Brand Strategy & Messaging

- Developed core brand pillars and audience personas
- Crafted content themes for digital channels
- Built positioning around empowerment and evidence-based care

#### Product Design & Client Experience

- Designed scalable wellness offerings and corporate packages
- Mapped onboarding journeys and delivery systems
- Built lead generation and referral workflows

#### Business Planning & Financial Strategy

- Structured pricing models and revenue scenarios

- Identified funding opportunities and strategic partnerships
- Created tools for monthly tracking and value-based pricing

Implementation & Leadership Coaching

- Delivered playbooks and SOPs for client experience
- Trained team members and contractors as part of shared platform
- Empowered founder with strategic confidence and communication tools

Outcomes

Milestone	Result
Brand Launch	New identity, website, and digital presence
Revenue Stream Expansion	3-tier service model: personal, corporate, online
Corporate Wellness Offering	Integration into HR programs and leadership retreats
Team Growth	Staff onboarding + practitioner training
Founder Enablement	Shift from “operator” to visionary leader

The business scaled from a PT dominant hustle to an empowering female-led brand with national reach—and a founder thriving in both impact and incomes by increasing reach, services, revenue and focus.

Testimonial Insight

“SCRUMLINE didn’t just help me launch—I felt seen, empowered, and equipped to lead. Dan transformed my vision into a movement I now get paid to run. I finally crossed the line.”



Empower your journey and thrive through menopause together.