

Research

Process Template

BEST MARKET RESEARCH TEMPLATE Carolin

Draft

Headline:

Find new strength and clarity – on your path to self-acceptance and change.

Subtitle:

I support leaders, employees, and individuals in life transitions to unleash their best, overcome challenges, and redefine themselves.

Do you feel stuck in a new phase of life?

Is it difficult for you to recognize and embrace your own strengths?

Are you looking for new ways to cope with professional or personal changes?

Are you at a turning point in your life and seeking clarity for the next step?

As a leader, do you want to integrate more inner strength and mindfulness into your daily routine?

Is it hard for you to accept yourself and recognize your true power in times of change?

CTA

Trust Booster

Current Events

Coaching offers

Individual Coaching:

Team Coaching:

Couples Coaching:

Resilience Coaching:

Mindfulness Workshops:

Meditation Seminars:

Each offer has "Learn more" or "Request" or "Book a conversation."

Learn more  Link to "sales page"

Book your free introductory consultation now

How I Found My True Strength Through Life's Deepest Crises

There are moments in life that change everything. For me, these were several blows of fate in a short period: the death of my brother, my husband's separation, followed by breast cancer, and some time later, burnout. These experiences brought me back to the reality of life. Suddenly, everything I had taken for granted was called into question. Questions like:

What is really important in my life? Where do I want to go? And above all: Who do I want to be? arose.

2019 was the turning point. After 26 years in the IT company SAP SE, including 13 years as a leadership trainer, coach, and mediator, I felt it was time to rethink my path. I decided to leave my long-standing career behind and pursue my passion as a coach, trainer, and mediator. But this step was fraught with uncertainty – and also fears that I had carried within me for a long time.

The voices in my head were loud: "Can I really do this?", "Am I good enough?", "Will I be successful?" These questions held me back for years from following my true calling. It was a constant internal struggle between my desire to change and the self-doubts that held me back. But I knew I had to face these challenges and fears if I truly wanted to grow.

The path was anything but easy. It was a time of deep questioning, self-reflection, and sometimes even self-doubt. But through these various phases of euphoria, sometimes neutrality, and also uncertainty, I discovered something I had long overlooked: my inner strength. I learned to accept all these feelings, deal with them, and even back then, begin to transform them into strength, drive, and control. I was constantly wrestling with these inner saboteurs, but my desire for change toward my passion prevailed.

Today, I know that these challenges gave me the courage I needed to find my true purpose. As a coach, I have worked with many clients in recent years who had similar fears and doubts. I see in them what I once saw in myself: the potential to unleash their own power and take control of their lives.

Discover the Gold Within You

The story of a golden Buddha statue once covered in clay to hide its value is a powerful metaphor: centuries later, when the clay crumbled, the radiant gold was revealed. Like this statue, within each of us lies an inner treasure.

As a coach, I help you shed these layers and uncover your true potential – the "gold" within you, waiting to be discovered.

Today, it is my heartfelt mission to support people in difficult situations to find their own path – just as I did. I want to encourage them to face their fears, question their doubts, and discover their own strength. Because I know how it feels when you finally stop standing in your own way and start moving forward.

That's why I help people take that first step today.

To live the life they've always dreamed of.

About Me ([link](#))

(CV, certificates, etc.)

Testimonials / Case Studies / Opinions

CTA

Coaching Process Overview

- Schedule a free introductory conversation / chemistry meeting
- Create a coaching agreement
- Coaching process
- Final conversation.

Coaching can be conducted both in person and online, and is available in both German and English.

What Makes Me Unique as a Coach

As a coach, I bring not only extensive training and many years of professional experience but also deep, personal self-exploration. Through this intense self-reflection, I am able to empathize with your situation and guide you with great sensitivity and warmth.

I work on an equal footing – empathetic and at the same time clear, so you can develop at your own pace while also addressing challenges directly. My particular strength lies in balancing gentle support with targeted clarity, so you can work sustainably and effectively on your topics. With proven and efficient tools and leadership methods, we will easily reach your goals.

My Qualifications and Experience

I am certified as a Professional Certified Coach (PCC) by the International Coaching Federation (ICF), meaning that my work meets high international standards. This accreditation ensures that you are supported by an experienced and professional coach. Additionally, I have many years of experience working with leaders, women, and individuals from diverse backgrounds who are seeking personal and professional growth.

CTA

Cooperation Partners

Collaboration with Leadership Choices. [Link](#)

For more women empowerment, workshops... for women in a joint project with Claudia Eben ([link](#)), from the heart. [Link](#)

Individual Coaching – The Path to a Better Day – or Ride the Wave Toward Clarity

Do you feel overwhelmed and losing control?

Are you in the middle of a demanding job that pushes you to your limits? Do you feel like you're constantly falling behind and not meeting the expectations of those around you? Is your work-life balance slipping, while the fear of failure or burnout is growing stronger? You're not alone – and this is where my coaching comes in.

I offer professional, trustworthy, and compassionate support to help you tackle these challenges and return to your daily life with renewed energy and clarity.

Who is individual coaching for?

- You're stuck and looking for new perspectives.
- You want to feel more clarity and passion in your life.
- You're facing an important decision or change.
- You want to understand yourself better and resolve personal blockages.
- You need support in your professional or personal journey.
- You aim to pursue your goals more effectively and overcome obstacles.

Individual coaching is for anyone looking to make new strides in their life. It's suitable for everyone, regardless of career, life situation, or personal background. If you're ready to work on yourself and initiate change, you're in the right place!

How do I work with you?

In my coaching, you are the focus. We'll explore your current challenges and desires, as well as your resources and strengths. I'll help you uncover unconscious patterns, discover new solutions, and make bold decisions.

I provide a safe space where you can open up – with plenty of empathy and understanding, but also with the clarity needed to spark change. The coaching can be held in person or online and is available in both German and English.

Empathy meets Clarity

As a coach, I bring not only solid training and years of professional experience but also deep personal insight. This allows me to create a balance between compassionate support and purposeful clarity. Together, we develop solutions that are tailored to you, allowing you to grow at your own pace while working on your challenges with focus.

My key strength lies in working with you as an equal, creating an environment where you feel safe and understood – while taking the necessary steps to achieve your goals sustainably.

The benefits of coaching for you

Imagine going through your day with renewed energy and clarity. Your professional and personal goals are within reach, and you feel strong, focused, and fulfilled – without the constant pressure and stress. Through my coaching, you will:

- Gain more control over your time and tasks.
- Develop strategies to reduce stress and better manage deadlines.
- Find a clear focus to pursue your goals consistently.
- Feel stronger and more confident in both your professional and personal life.

Your next step

If you're ready to give yourself and your life a new direction, I warmly invite you to book an initial consultation with me. Together, we will clarify how I can support you on your path to greater fulfillment and joy in life.

Book your free initial consultation now and begin the journey to more control and energy in your life.

(LINK)

Sales Page Team Coaching

Do you feel like you're losing control of your life?

In your professional life, tasks are piling up. Deadlines are approaching, and the to-do list seems endless. Despite your best efforts, you feel increasingly overwhelmed, wondering how long you can keep going. The pressure is mounting, stress is taking over, and the fear of failure, burnout, or even losing control of your life is growing stronger.

But there is a way out of this vicious cycle.

The daily pain you feel:

You know that feeling when the alarm clock rings, and you already feel tired and exhausted before the day has even started. Meetings, emails, endless tasks – it seems like the workload increases day by day, and the goal of getting everything done seems more distant. Your team, once motivated and engaged, now often seems stressed and disorganized.

You might be asking yourself questions like:

- How am I going to handle all of this?
- How long can I endure this pressure?
- What happens if I truly fail?

This feeling is familiar to many leaders and employees. High performance pressure, constant availability, and the desire to please everyone lead to overwhelm. The path forward seems unclear, motivation fades, and the fear of burnout grows.

Imagine a future where you regain control.

Now is the moment to imagine a change. What if you could start each day with a clear mind, full of energy, and a strong sense of control? Imagine:

- You set clear priorities and manage even complex projects with calm and confidence.
- Your team works harmoniously, with each member fully utilizing their strengths to achieve shared goals.
- Stress decreases because you and your team know how to tackle challenges effectively while staying healthy.

With our team coaching program, we transform the way you work. Together, we develop strategies to reduce pressure, optimize team collaboration, and bring you back to a position of strength – both professionally and personally.

Your path to a relaxed and successful workday:

Our team coaching program offers targeted, practical support to sustainably improve your professional situation.

Key benefits at a glance:

- Reduced stress: Learn how to prioritize effectively and approach the workday with greater calm.
- Clarity and structure: Develop a clear way of working that helps you and your team stay focused and organized.
- Improved communication: Strengthen communication within the team to avoid misunderstandings and improve collaboration.
- Sustainable motivation: Ensure that you and your team remain motivated and productive over the long term.
- Increased efficiency: By optimizing processes and teamwork, you increase efficiency.

Start your transformation today!

You don't have to go through this alone. With our proven coaching program, we equip you with the tools to handle professional pressure and start your day with joy and calm once again.

Don't wait any longer – the first step toward change begins now.

Secure your free consultation today!

Does your team feel increasingly overwhelmed and losing control of the workday?

Tasks are piling up, deadlines are approaching, and your team's to-do lists seem endless. Despite all efforts, the feeling grows that collaboration is becoming more stressful, the pressure is increasing, and uncertainty is spreading. Motivation drops, and the feeling of not being able to meet expectations is spreading throughout the team.

But there is a way out – together as a team.

The daily pain your team feels:

Every day, your team starts knowing the workday will be packed. Meetings, emails, and countless tasks demand full concentration. The atmosphere in the team, once characterized by engagement and motivation, now seems increasingly overshadowed by stress and overwhelm.

As a team, you may ask yourselves:

- How are we supposed to handle all of this together?
- How long can we endure this pressure as a team?
- What happens if we fail together?

Many teams know these concerns. High workload, constant availability, and the feeling of having to please everyone lead to stress and frustration. Team collaboration suffers, and the path to a positive and productive team culture seems to slip further away.

Imagine a future where your team regains control.

Now is the moment to imagine change together. What if your team started every day with a clear plan, full of energy, and a strong sense of unity? Imagine:

- Your team sets clear priorities and tackles even complex projects with calm and confidence.
- Collaboration flows smoothly, with everyone in the team bringing their individual strengths to achieve common goals.
- Stress decreases because your team knows how to approach challenges together and effectively.

In this team coaching, I help your entire team develop a new way of working. Together, we create strategies to reduce pressure, improve communication, and strengthen teamwork, so that your team can return to a place of strength and calm.

The path to a relaxed and successful team environment:

I offer practical support for teams to sustainably improve their professional situation and optimize collaboration.

Key benefits at a glance:

- Reduced team stress: Learn as a team how to set clear priorities and approach the workday with more ease.
- Clarity and structure: Develop a working method that helps your team stay organized and focused.
- Efficient communication: Improve team communication to avoid misunderstandings and strengthen collaboration.
- Sustainable motivation: Ensure that your team remains motivated and productive, even in demanding times.

- Joint efficiency improvement: By optimizing processes and strengthening collaboration, your team increases its efficiency.

Start your team transformation today!

Your team doesn't have to go through this alone. With this team coaching, I'll support you in handling professional pressure and provide you with the tools to start your workday with joy and calm as a team once again.

[Book your free initial consultation now!]

Sales Page for Couples Coaching

Rediscover a Loving and Strong Connection

Every relationship faces challenges at times. You may feel misunderstood in your partnership, or perhaps conflicts arise repeatedly and seem hard to resolve. Often, daily life leaves little room to fully engage with each other and address these issues deeply.

This is where I want to support you.

Through my couples coaching, I offer a safe space where both of you can be heard, communicate your needs more clearly, and develop new perspectives. Together, we will work on solutions tailored to you and your unique situation.

[Book a free initial consultation now!]

About Me

Hello, I'm Carolin Zeller, an experienced couples coach dedicated to helping couples find greater closeness, understanding, and harmony in their relationships. My solid training and deep personal experience allow me to support you with empathy and competence.

Every relationship is unique, and every challenge can be overcome if both partners are willing to work on it. I am here to help you rebuild a strong and loving connection.

Who is Couples Coaching For?

Couples coaching can benefit anyone, especially if:

- You want to communicate more openly with each other.
- You face recurring conflicts that seem unresolved.
- You desire more closeness and understanding in your relationship.
- You're facing a major change and want to navigate it together.

You are not alone. I will help you break old patterns and create a relationship where both of you feel seen, heard, and appreciated.

How Does Couples Coaching Work?

Our coaching puts both of you at the center as equal partners. In trustful conversations, we'll

explore your desires, challenges, and goals together. Step by step, I will guide you toward a more harmonious and fulfilling partnership.

The coaching can take place in person or online, and is available in both German and English.

What You Can Expect

- Compassionate and respectful guidance
- Practical tools and methods to improve your communication
- Space for open and honest conversations in a safe environment
- Support in breaking old patterns and finding new paths forward

Are you ready to strengthen your relationship?

Experience how your partnership and life can change. It all starts with a conversation. Let's take the first step together.

[Book a free initial consultation now!]

Sales Page for Resilience Coaching

Do you often feel overwhelmed by stress, deadlines, and the sense of losing control?

Your energy is fading, and you wonder how much longer you can keep up this pace? You're not alone—many people in high-responsibility roles, like managers and assistants, face the same challenges. The pressure keeps rising, and exhaustion sets in. But instead of pushing yourself further, there's a way to activate your inner strength and prevent burnout in the long term.

What is Resilience?

Resilience—your ability to bounce back stronger.

The word "resilience" comes from the Latin "resilire," meaning "to spring back" or "rebound." It describes the remarkable ability to rise again after setbacks, recover, and move forward with strength. But did you know that resilience is not something you are born with? It can be learned and strengthened—and that's exactly where my coaching comes in. Together, we will build your resilience so you can better handle stressful situations and navigate challenges with confidence.

Your Path to Inner Strength and Energy

With my resilience coaching, you will learn how to harness your inner strength, stay in control even in stressful situations, and navigate your day with full energy. We will create personalized strategies to increase your resilience and effectively prevent burnout. Inner strength can be trained—and I'll show you how!

What You Will Gain from My Coaching

After my coaching, you will be able to:

- Manage stress and pressure with confidence—you'll feel less overwhelmed.
- Have more energy and focus in your daily life—you'll draw strength from within.
- Maintain clarity and calmness in difficult situations—you'll become more resilient.

- Prevent burnout—staying healthy and high-performing in the long term.

My Personal and Professional Experience—Your Advantage

What makes my coaching special? I bring not only a solid education and many years of professional experience but also deep personal experiences that shape me and make me a compassionate, authentic coach.

After being diagnosed with breast cancer in 2009 and experiencing burnout in 2017, I learned firsthand how essential resilience and inner strength are. These challenges taught me how to reconnect with myself even in the toughest times. Paired with my certification as a Professional Certified Coach (PCC) by the International Coaching Federation (ICF), I guarantee professional and heartfelt support at eye level.

I understand what it feels like when the pressure becomes unbearable—and I know how to break that cycle. I will guide you with empathy and clarity on your journey to more energy, calmness, and resilience.

The coaching can take place in person or online, and is available in both German and English.

Challenges are a part of life—but you can overcome them.

Whether you're dealing with work-related stress, personal crises, or health setbacks—there are ways to maintain your balance through it all. In my coaching, I will show you how to activate your inner strength and face every challenge with resilience and determination. Together, we will create a mindful and supportive space where you feel safe and empowered.

Are you ready to strengthen your inner power?

Sign up now for a free initial consultation and discover how my resilience coaching can help you regain energy and calmness in your everyday life.

[Book a free consultation now!]

