



CASE STUDY

KINSHUK GUPTA - WORDSMITH

Kinshuk moved to the UK in January 2020 with a Master's in Business Administration, specialising in Marketing and Finance. He has 7 years' experience as an IT consultant, working with a leading Indian multi-national company, as well as 9 years nurturing his own copywrite agency, Wordsmith.

While visiting his local library, Kinshuk found the WiLL project's leaflet and noticed the advert for CASE's Business workshops. Needing to learn about the UK system and wanting to continue his business here, he took the opportunity to seek assistance from Dorothy as well as gain vital insight from like-minded peers.

With the aim of creating a spin-off version of Wordsmith, Kinshuk discovered an interest from clients who wanted content marketing, involving consultation and copywriting. Kinshuk knew his copywriting skills could be utilised but he had no history of consulting in it, so his goal was to acquire that knowledge.

Dorothy worked with Kinshuk to help him decode the business world within the UK by using case-studies and anecdotes of her previous clients, as well teaching him the principles of planning and managing a business here.

"Dorothy taught me more in 28 hours than I'd learned in 2 years of a formal MBA course"!

Her input spurred Kinshuk to put his existing business under a microscope to reveal the opportunities of how to reduce his costs as well as delight his clients! She taught him about targeting the correct audiences and focusing his ideas. She used valuable thought-exercises that helped him to prepare a robust business plan.

"Working on Dorothy's worksheets was like wiping fog off my spectacles. They helped me tighten my business processes and identify the right metrics to measure my progress".

By the end of June 2020 Kinshuk realised what his prospective clients really needed and expected, which meant he would need more training. After initially being cancelled because of the pandemic, he identified the perfect online Diploma and approached Dorothy to ask for help in applying for a grant. Thankfully that grant was approved and Kinshuk will receive his Diploma in May 2021.

While undergoing his training Kinshuk is actively marketing Wordsmith to potential clients and has a bright outlook for his future.

For further information about his business and to contact Kinshuk visit <https://word-smith.in>

