



# Profile – Rahul Awasthi



## Professional Identity

- **Certified NLP Trainer** – NFNLP
- Business Coach, Funnel Strategist & Digital Marketing Consultant
- Founder – TRA Consulting
- Specialist in scaling coaches, consultants, and experts using NLP-driven marketing & sales systems



## Experience & Qualifications

- Former IT Sales Professional turned Entrepreneur
- **5+ years of experience** in digital marketing, business consulting, and coaching
- Managed **\$5M+ in ad spend** across Meta & Google Ads campaigns
- Worked with **300+ coaches, consultants, and service providers** to build and scale their online businesses
- Expertise in **NLP-based communication, persuasion, and behavioural transformation**



## Core Expertise Areas

- Neuro-Linguistic Programming (NLP) in Sales & Communication
  - High-Converting Funnel Design (Webinar, VSL, 1:1 Closures)
  - Offer Creation & Market Positioning
  - Personal Branding for Coaches & Experts
  - Lead Generation & Paid Ads Strategy
  - Sales Psychology & Consumer Behaviour
  - Automation Systems (WhatsApp, Funnels, CRM Integration)
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## Consulting, Training & Coaching Experience

- Delivered NLP-based training sessions on:
    - Communication Mastery
    - Sales & Persuasion
    - Mindset & Behavioural Change
  - Helped clients generate **consistent 6-figure monthly revenue** using structured funnels
  - Designed and implemented:
    - Webinar funnels
    - Paid masterclass funnels
    - Automated sales ecosystems
  - Worked across industries:
    - Coaching & Consulting
    - Career & IT Training
    - Personal Branding Experts
    - Service-Based Businesses
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## Training Focus Areas

- NLP for Sales, Influence & Client Conversion
  - Mindset Rewiring for Entrepreneurs
  - Building Authority & Personal Brand
  - High-Ticket Sales & Closing Techniques
  - Emotional Intelligence & Communication
  - Scaling Coaching Business to 6 Figures
  - Lead Generation & Funnel Optimization
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## Signature Programs & Frameworks

- **6 Figures in 60 Days** – Proven system to launch and scale coaching businesses
  - **D3 & S4 Model** – Framework for clarity, positioning, and scaling
  - End-to-End Funnel Ecosystem (Lead → Nurture → Convert → Scale)
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## Achievements & Impact

- Helped **300+ clients** build profitable online coaching businesses
  - Generated **multi-lakh revenue outcomes** for clients within 60 days
  - Built **done-for-you marketing infrastructures** including funnels, landing pages, and automation systems
  - Known for **execution-focused, result-driven and practical training approach**
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## **Training Approach**

Rahul integrates **Neuro-Linguistic Programming (NLP)** with **modern marketing and sales strategies** to help individuals:

- Break limiting beliefs
- Improve communication and influence
- Build scalable and sustainable income systems

His methodology is **psychology-driven, action-oriented, and business-focused**, delivering measurable transformation.

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## **Professional Positioning**

**“Certified NLP Trainer & Business Coach helping coaches and experts build scalable 6-figure businesses using psychology-driven funnels and systems.”**

Next Training : To be decided