

COACH CAROL LLC

Capability Statement

SWaM Certified • Woman-Owned • Minority-Owned • Small Business

COMPANY OVERVIEW

Coach Carol, LLC, doing business as TWR Café – The Writing Room, helps organizations turn reflection into forward motion through facilitated writing, purpose-centered coaching, workforce and community workshops, branded learning resources, and custom publications. We create practical tools and experiences that strengthen clarity, communication, confidence, engagement, and legacy.

CORE CAPABILITIES

COACHING AND FACILITATION

- Journal-based personal and professional development
- Purpose planning and goal alignment
- Reflective leadership and employee engagement
- Virtual and in-person workshops and group coaching

CURRICULUM AND LEARNING TOOLS

- Workbooks, journals, and facilitator guides
- Reflection tools and guided exercises
- Youth development and wellness programming
- Custom participant resources and takeaways

WRITING AND PUBLICATION

- Custom magazines and commemorative publications
- Legacy storytelling and keepsake content
- Strategic writing and editorial development
- Branded print and digital resources

BRAND AND COMMUNITY SUPPORT

- Brand message and program development
- Small-business and nonprofit resources
- Community engagement experiences
- Website content and capability materials

DIFFERENTIATORS

- Certified Life Coach and Journal Therapy Coach with a distinctive writing-centered approach
- More than 15 years supporting creatives, deep thinkers, purpose-driven leaders, and community participants
- One partner for facilitation, coaching, curriculum, writing, publications, and strategic messaging
- Accessible, reusable tools that carry learning beyond a single session
- Experience in medical administration, operations, process documentation, and responsive client service
- Community-rooted leadership through civic, nonprofit, mentoring, ambassador, and faith-based service
- Virginia SWaM-certified, woman-owned small business prepared for public, nonprofit, and corporate partnerships

REPRESENTATIVE EXPERIENCE

PEN TO POWER ENCOUNTER

Annual purpose-planning experience that guides participants to translate values, vision, and reflection into an actionable plan.

ORIGINAL LEARNING RESOURCES

Journals, devotionals, coaching workbooks, reflection tools, and youth programming designed for meaningful use beyond the session.

THE LEGACY ROOM

Custom magazines and keepsake publications for retirements, weddings, families, businesses, memorials, and milestone celebrations.

THE I AM EXPERIENCE

Signature coaching experience centered on identity, intentional living, and purposeful action.

SMALL BUSINESS SUPPORT

Brand-building resources, capability materials, business documentation, strategic messaging, and website content for emerging businesses.

COMMUNITY LEADERSHIP

Board, ambassador, cohort, mentoring, and faith-community service supporting entrepreneurship, character development, and civic connection.

PAST PERFORMANCE

MAXIMIZING CHARACTER - 10 YEARS

Served on the nonprofit's Board of Directors; created the signature brand event Character Couture; and volunteered leadership, planning, and board-development training.

BLACK BRAND - 3 YEARS

Facilitated Women Who Lead leadership workshops supported by custom workbooks; serves as a City of Hampton Black BRAND Ambassador; and received the 2026 Women Who Lead Community Leader of the Year Award.

RIVERS LEARNING CENTER - 5 YEARS

Provided consulting for business expansion, organizational brand visibility, and community engagement.

DELICATE SKIN

Provided brand-building and marketing consulting to broaden product reach from local audiences into regional markets.

CONTRACTING PROFILE

BUSINESS INFORMATION

Legal name: Coach Carol, LLC
Trade name: TWR Café - The Writing Room
Principal: Coach Carol Ellison
Location: Hampton, Virginia
Website: www.twrcafe.com
BBB: Accredited Business

CERTIFICATIONS AND REGISTRATIONS

Certification: Virginia SWaM Certified
SWaM number: 829343
NAICS Codes
611430 Professional and Management Development Training
611710 Educational Support Services
541611 Administrative Management and General Management Consulting Services
541613 Marketing Consulting Services
541810 Advertising Agencies
541990 All Other Professional Scientific and Technical Services
711510 Independent Artists Writers and Performers

CONTACT US

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