



WELCOME TO  
**BRICK HOUSE BRANDING**

BUILD YOUR ROADMAP FOR A SUCCESSFUL + SUSTAINABLE BRAND

## At this very moment, there are more businesses in operation than at any other time in human history.

And as barriers to entry into the marketplace continue to decrease, new brands will continue to be born every day. As the number of products and brands balloons, have wondered why some companies seem to garner all the buzz, collect raving fans, land on the shelves of the most amazing stores and the pages of the most coveted magazines, while others brands seem to be locked in a perpetual struggle?

**To stand out in a densely crowded marketplace, you'll need to build a strong foundation of branding that's able to withstand the mighty blows of the Big, Bad Wolf.** \*cue childhood flashback\*

Remember the story of the Three Little Pigs? Three young swine were charged with building their homes from scratch. Piglet #1 was quite the lazy creature, taking the shortest and cheapest route of home construction. He gathered straw, erected his house in a few hours, kicked up his heels, and popped open a craft brew. In very short order, the Big Bad Wolf arrived on the scene (hungry for pork, no doubt) and he easily leveled the straw house with a single puff.

Piglet #2 was a wee bit wiser, gathering sticks with which to build his home. He finished shortly after his brother, poured a glass of Malbec, and drew himself a hot bath. Lo and behold, the nasty wolf emerged that same evening. He huffed and puffed and blew that stick house in upon itself. Let's not speak of what happened to the poor pig...

Ah, but Piglet #3 invested quite a bit of time in his home. He drew blueprints, gathered bricks, mixed mortar, poured a solid foundation and then toiled away in the sun, building that house brick-by-brick.

True to form, the shameful wolf arrived on the scene shortly after the conclusion of construction. He drew in a deep breath and exhaled with force. Nothing. Again and again he tried, drawing deeper and deeper breaths, but eventually, that silly wolf stroked the hell out and teetered right over.

**The Big Bad Wolf? He's all those other brands that are flooding the market. You know the ones: the sellers who are crawling out of the woodwork with subpar products or shockingly low prices.** In the midst of it all stand the brands who model themselves after the wiser pig. They're safe sound thanks to careful forethought and the selection of strong building materials. That's the real power of branding. And I happen to know where to find a freshly baked stack of bricks and a seriously delicious set of blueprints!

If you're struggling to get traction and are tired of being ignored...

If you're exhausted by efforts to connect with and understand your customers...

If you're feeling like the competitive landscape is far too crowded...

If you're unable to charge what you know your products are worth...

If you're keen on building a sustainable creative brand that attracts legions of loyal fans and is celebrated as a leader in its category

**.....then it's time to build your brand with bricks.**



How much **more profitable + sustainable** will your business be when you're deeply connected to the core of your brand and have the clarity necessary to make your products stand out in densely competitive marketplaces?

How much **more effective + efficient** will your work be when you're able to create products + marketing strategies that act like a magnet, drawing your target audience right to your doorstep?

How incredible will it feel when the development of your next product, blog post, editor pitch, and Instagram photo are **painless + intuitive**, because your finger is so firmly on the pulse of communicating what your brand is all about?

How proud will you be when you're able to **confidently price your products** + command the sums they truly deserve because the value is crystal clear?



WHEN YOU CREATE A COMPELLING, CLEARLY DEFINED BRAND, RUNNING A BUSINESS IS MORE SATISFYING + MORE SUCCESSFUL + MORE PROFITABLE.

# HI THERE! IT'S LOVELY TO MEET YOU.

My name is Lela Barker and I'm a maker, too. **I launched my apothecary brand way back in 2003, just as this movement was beginning to pull itself together and a few years before Etsy was born.** I've since sold those products through 1400+ shops and spas around the globe, earning more than \$10million in revenue. Today, my artisanal products are still made in small batches by my team in a 7500 square foot workshop that's less than 3 miles from my South Carolina home.

Entrepreneurship has been a fantastically empowering experience. I've now traveled to more than thirty countries, and I've enjoyed the opportunity to develop decadent product collections for some of the world's most celebrated hotels. But it wasn't always that way... I launched my company as a single mom of two little girls and I've bootstrapped it into an internationally recognized luxury brand that's found in spas and high-end boutiques from LA to Dubai and New York to Nairobi.

**A few years ago, I launched Lucky Break Consulting to share my wisdom and help other makers + product designers infuse their passion-fueled brands with smart business strategy.** Through my work with hundreds of creative entrepreneurs, I've heard over and over again about how challenging it is to get market traction for the products emerging in this maker movement. Too many brands are making beautiful things, but struggling to attract their audience, convert interest into sales, capture media attention, and build the kind of loyalty that empowers businesses to succeed in the long run.

**When I began unraveling that struggle for each of my clients, all roads led back to one component of the business: their branding.**



**Anemic or unfocused branding creates an uphill climb, making it infinitely harder to grow and manage your business. I went in search of solid branding courses that I could share with my clients but I couldn't find a program that tackled brand development through a holistic, tangible, step-by-step process. So I created one!**

I'm especially skilled at taking complicated business strategies, distilling them down to their essence, and creating actionable plans that help product-based brands do more, with less. **I've already sold out two semesters of BHB in 2017 and I'd love to save a seat for you in the last semester offered this year.**

Want to hear more about how I built my brand? I invite you to preview some highlights (and a few lowlights) from [my entrepreneurial journey thus far](#). Fair warning: It's been a pretty wild ride!

# WHAT IS BRICK HOUSE BRANDING?

If you feel swallowed alive by the tsunami of products and businesses flooding the marketplace, then that's clear signal that it's time to get serious about transcending the commodity market.

Commodities are products that can easily be substituted one for another. Essentially, they're items for which a demand exists, but there's no qualitative difference across a marketplace. If your soap/greeting cards/candles/ceramics/apparel is viewed by consumers as a commodity, then it can easily be passed over for another product option that's cheaper and more readily available. **Being perceived as a commodity is the kiss-of-death for creative products.**

Brands, on the other hand, create differentiated products that are highly desired by their customer base. Brand customers have a degree of loyalty, seeking out these specific products in the marketplace, and they're less likely to substitute products based on price + availability.



## WAIT... DID YOU CATCH THAT?

**Building a true brand means that your customers remain loyal. They don't have a wandering eye that's tempted by the lower price or wider availability of other products.** Not only that, but these customers are genuinely excited to spread your message to their friends + families. Since they understand your product's inherent value and crave the experience that only you can deliver, they're happy to pay premium prices for your offering. Three cheers for earning a respectable living from your craft!

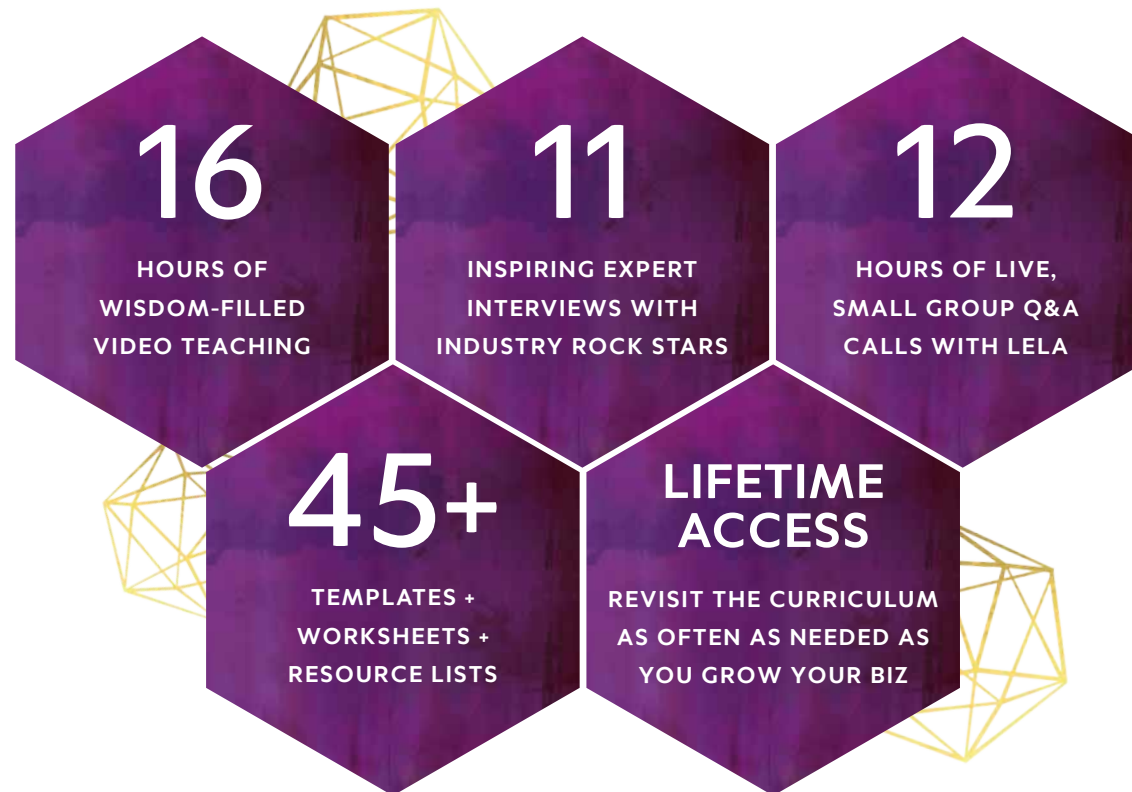
**Creating beautiful + functional products isn't enough to become competitive in the modern marketplace. In this economy, those products are simply the price of entry to the market.** To build a brand that's poised for sustainable growth, you must clearly define your core values, understand your audience, cultivate powerful emotional resonance, and develop memorable customer experiences. I've been tilling this fertile ground for more than a decade, studying the mechanics of brand building and creating a few wildly successful brands of my own. In 2017, I'm ready to share the magic of effective brand architecture with a savvy syndicate of brands on the move!



# BRICK HOUSE BRANDING INCLUDES:

In 2017, brand owners have an opportunity to participate in a partial semester of Brick House Branding (which focuses on strategy) or the full semester program (strategy + visuals + customer experience). Because the curriculum layers and builds upon itself, the teachings are most effective when taken as a whole. However, I'm excited to offer the abbreviated option for brand owners who are interested in building a strategic foundation beneath their existing visuals + customer experience.






## FULL SEMESTER PARTICIPANTS ENJOY:



# WHO IS BHB DESIGNED FOR?

I created BHB especially for makers + product designers who are interested in building loyal audiences and getting their work seen on a larger scale. I work with entrepreneurs who don't shy away from challenge and those who are ready to get outside their comfort zones. People who are ready to roll up their sleeves and dive into a rigorous program to create such soulful objects and such buyer-friendly wholesale programs that stores are tripping all over themselves to get you on their shelves.

## WONDERING IF BHB IS A SMART CHOICE FOR YOU? THIS SIMPLE CHECKLIST SHOULD HELP!

-  You're nurturing a product-based business.
-  You're tired of shouting into empty caves, wandering aimlessly in search of customers, pricing below what you know your product is worth, and watching all those other brands become the darlings of store buyers + magazine editors.
-  You're willing to play the "long game" and are keen on building sustainable success.
-  You're committed to working hard. My brand development system is robust, and it requires both introspection + a proclivity for action.
-  You crave community, support, wisdom, and an array of business tools.

**You needn't be new to the marketplace to reap the benefits of Brick House Branding. In fact, the majority of my graduates don't consider themselves new brands at all.** They've been at the grind for a while now, but they're not getting the traction they need. Not enough customers are engaging, not enough wholesale buyers are nibbling, not enough editors are talking about the brand, and they can't charge the prices needed to turn healthy profits and reinvest into the business.

If that feels all-too-familiar, then it's an indicator that you have an opportunity to further your brand development. This program is a detailed business diagnostic designed to build your knowledge base and reveal what needs some tuning. It marries those new insights with fresh tools, a sage mentor, and a supportive community so you that can reinvent your marketing and position the company for record growth.

**But I want to be clear: I recommend taking a pass for now if you're unable to commit 8-10 hours per week for two months to build a solid foundation beneath your brand.** My clients are people of action, and we move through the coursework as a group. The richest insights happen when we work together in unison, so I need you to be ready to roll up your sleeves and get busy with an active tribe of serious entrepreneurs!

**Finally, it's important to note that this program isn't designed for service-based businesses. But makers + product designers? Oh, yes.**

**Enrollment in BHB is limited, enabling me to answer your questions and come to know your brand intimately. You + I enjoy the opportunity to tailor this curriculum to your specific business, and I'm passionately committed to tag-teaming your way through the program.**



# BY THE NUMBERS

## THE BHB 2016 GRADUATION SURVEY

I carefully monitor participant progress each semester to ensure that Brick House Branding is leading brands out of the woods to a place where they're empowered with more strategy, more confidence, and a stronger presentation. At the conclusion of each semester, I invite students to participate in a Graduation Survey which measures progress and invites a critique of their BHB experience. The results are consistently impressive... here's how we did last semester.





# BRICK HOUSE BRANDING GRADUATES ARE TALKING!



## LYNN ELKO · EMMA'S FRIENDS

Again, Lela knocks it out of the park with her deep, rich knowledge of business. The detailed worksheets week after week make you dig deep into who you are as a brand, helping develop your brand voice and nailing down your ideal customer so that you expertly communicate directly to them in a way that builds the loyalty we all crave. The un-boxing of orders placed with companies who have done this well to see what is working for their brands, in addition to Lela's experience creating her own brands, round out the coursework. This is really rich content, overflowing with tons of resources to help you implement.



## DIANE LONGACRE · FRONTIER ANGEL SOAP

I'm thrilled that Lela decided to focus on growing her branding course. It's not just expanded from its original inception, it's exponentially exploded on a nuclear level. Lela gets to the very heart of what makes a stellar brand and she takes you with her one step at a time. Brick by brick, each piece is explained in detail and builds a firm foundation for the next step. Anyone who commits to digging deep and doing the course work is going to nail (and nail hard) their brand messaging by the end of this class.



## GWEN JIMMERE · NATURALICIOUS

Before BHB, I felt like I had a company. After BHB, I know that I have a brand. I'm far more confident now about approaching retailers and distributors. This program changed my life! I've had other "coaches," and let's just say that I've been sorely underwhelmed with the results. But I've yet to make a purchase with Lucky Break that I've been even slightly remorseful about. The difference with Lela is that she's done it all, had all the successes and made all the mistakes, so she knows the ropes. She's my fairy bizmother and I trust everything she says about business as a maker. If she says to jump, you better believe I'm asking, "How high?"



## DYAN REEVES · CULTURAL DETOUR

Here's what the class description doesn't tell you: Lela truly cares about everyone that goes through her courses and BHB is no exception. Lela's teaching style is straight to the point, but warm, no fluff and she doesn't waste time, which I personally LOVE. Through AMAZING workbooks, worksheets and resources, Brick House Branding introduces you to concepts and ideas that aren't at the forefront of your mind when starting a business. Even if you're a seasoned entrepreneur, you'll still find tons of invaluable information that will save both time and money. The Q & A is an opportunity to confirm some of the elements you already have in place and get clarification on anything you don't quite grasp. It is a great relief to know that you're moving in the right direction. I cannot recommend this course enough. The only way you will regret this course is if you don't sign up!



## APRIL MAY · SMUDGE INK

Lela packs in a ton of information, but it's not just stuffing to fill time. Every slide of the series is carefully selected and thoughtfully included in the presentations. Her obvious commitment to teaching makes me want to work hard to improve and use the lessons in real life! I'm working through the course materials and homework and I'm finding my way to a clearer vision for my company.



# STUDY IN YOUR PAJAMAS + WITH A COCKTAIL IN HAND

Through this comprehensive program, I help savvy makers + product designers build robust marketing platforms. I've designed every aspect of this program to fit conveniently into your lifestyle + calendar:

- **Curriculum Videos + Expert Interviews are available 24/7** in my LBU Virtual Classroom- learn at your own pace any time of day or night. The classroom is accessible anywhere in the world and from virtually any mobile device. Watch videos while parked in the carpool line, while riding the subway, while strolling through the grocery store, while sweating it out on a treadmill or while watching soccer practice from the sidelines.
- **New curriculum modules drop on Saturday mornings**, enabling you to dive in on the weekends or work in the evenings. Either way, you'll be prepared for the Office Hour call at the end of each week.
- **The schedule for all eight Office Hour Calls will be published months before the semester begins**, so you can plan ahead and join me live as often as possible.
- Can't make it to a live call? No worries! **The Office Hour Calls are recorded** + uploaded to the Facebook community as MP3 files, so you're always able to catch up at a time that's convenient for you.
- The program includes two "Implementation Weeks" - **opportunities to catch your breath** and put into action all the strategies you've been learning.

## FALL 2017 SCHEDULE:

### THE WEEK OF SEPTEMBER 2: FINDING YOUR CORE

creating market differentiation + understanding ideal customers

### THE WEEK OF SEPTEMBER 9: DEVELOPING BRAND PERSONALITY + VOICE

authentic copywriting + content style guides + effective brand names

### THE WEEK OF SEPTEMBER 16: IMPLEMENTATION WEEK #1

an intentional pause in the program,  
providing an opportunity for implementation

### THE WEEK OF SEPTEMBER 23: WINNING THE HEARTS + MIND OF CUSTOMERS

your "about" page + product descriptions + brand manifesto

### THE WEEK OF SEPTEMBER 30: CREATING A CONTENT ROADMAP

Email marketing + blogging + social media + identifying collaborators

### THE WEEK OF OCTOBER 7: IMPLEMENTATION WEEK #2

a second intentional pause + graduation for partial semester participants

### THE WEEK OF OCTOBER 14: THE ART OF COMPELLING VISUALS

logo development + visual style guides + compelling product images

### THE WEEK OF OCTOBER 21: BUILDING A STELLAR CUSTOMER EXPERIENCE

website development + customer loyalty programs + unboxing experience

### OCTOBER 27: GRADUATION

Congratulations to the graduates of BHB 2017!



# MEET MY INNER CIRCLE OF BRANDING PROS

When you reserve a seat in Brick House Branding, you unlock an opportunity to hear from a collective of seasoned branding professionals. Each week, I'll introduce you to another superstar in my entrepreneurial circle, and together we roll up our sleeves and dive deep into their area of expertise. These in-depth, exclusive video interviews support + expand key areas of the curriculum, providing inspiration, information, and fuel for your business journey.



**ALLYSON CONKLIN** Public Relations • **THERESA DELANEY** Professional Copywriter • **ANDREA EVANS** Trademark Attorney

**JENI BRITTON BAUER** Jeni's Splendid Ice Creams • **MEIGHAN O'TOOLE** Creative Online Strategy • **JUSTIN RENFRO** Kiva US • **ERIKA FIRM** Analog Creative Co.

**ARIANNE FOULKS** Aeolidia • **NICOLE STEVENSON** Dear Handmade Life • **ALANA RIVERA** Etta + Billie • **CHRISTINA STEMBEL** Farmgirl Flowers

**Together, we'll drill deep into their areas of expertise to unearth strategies to help you weave together the elements of a compelling + consistently articulated brand.** From how to work with a graphic designer to how to lock down your trademark. From increasing traction on Instagram to creating enriched online experiences. From building your mailing list to capturing the attention of editors and using crowdfunding, these pros are ready to roll up their sleeves with you!

# IN 2017, YOU'RE INVITED TO CHOOSE YOUR PROGRAM: PARTIAL SEMESTER VS. FULL SEMESTER

I graduated three semesters of Brick House Branding in 2016, and every last one of them was filled to capacity. But I realized that some brand owners who desperately need the program weren't reserving seats because they'd already built the visual components of the brand. Yet they're still not attracting the kinds of customers they crave. They're struggling to eloquently share their brand stories in a way that wins the hearts + minds of those customers. And they're flying blind in their marketing efforts.

Even though those same brand owners reach out to me frequently for help, they hesitate to invest in Brick House Branding because they've already designed their visuals, so they don't need that component of the program. At the end of the day, their brand is pretty, but soulless... and they want a mentor to guide them through the process of building a strategic foundation beneath the existing aesthetics. Sound familiar?

**I've completely retooled Brick House Branding for 2017, sculpting it into two separate legs. The curriculum layers and builds on itself and I strongly recommend taking the semester as a whole, but I've carefully crafted a path which elegantly serves those brand owners who need the strategy piece, but not the visual piece.**

You have two options for joining me in BHB this year...

## **PARTIAL SEMESTER** BRAND STRATEGY

This is the first leg of the full semester, designed for brand owners who have their visuals + customer experience down pat, but are keen on increasing your unique differentiation and improving your marketing efforts by cultivating a deeper connection to your target audience.

### **This abbreviated program includes...**

- Curriculum Modules 1-4
- Six 90-minute Q+A group calls with me
- The first seven Expert Interviews of the full semester
- Six weeks of daily Facebook support

## **FULL SEMESTER** BRAND STRATEGY + VISUALS + CUSTOMER EXPERIENCE

Reserve a seat in the full semester and we'll continue working together for phase two of the program, where we focus on layering aesthetics + experience onto the strategic foundation we built together in phase one.

### **The full semester includes...**

- All 6 Curriculum Module
- Eight 90-minute group Q+A calls with me
- The full slate of Expert Interviews... 11 in all
- Ten weeks of daily Facebook support

# MODULE 1

## FINDING YOUR CORE

We hit the ground running in the first module of the program with an introduction to my holistic approach to branding. The key to growing a loyal following and commanding the prices you need to be sustainable lies in the ability to position yourself as a brand rather than a commodity. We'll explore the differences between the two before launching into an exploration of what lies at the heart of your brand. Be prepared to dive deep as I guide you through an introspective process to discover your brand values, define your target audience, identify market opportunities within your product category, and frame your work in a way that others can easily reference.

### THROUGH THIS CURRICULUM, YOU'LL...

- Become familiar with the process of repositioning your products as a brand, rather than a commodity
- Understand how to develop a rock solid core that differentiate you from others in the marketplace (*hint: We're going to build everything else in your brand development around this core!*)
- Learn how to crawl inside the mind of the audience that you most want to attract + serve so that we can build a brand that's laser-targeted to these specific people
- Develop an understanding of the power of niche-ing
- Define what "status quo" you're attempting to change through your business
- Identify your complementary + competitive brand sets
- Discover how to communicate your value in a compelling 20-second pitch

### SUPPORT MATERIALS:

- Module 1 Progress Tracker (*helps you manage workflow*)
- Fill-in-the-Blank Workbook (*simplifies note-taking*)
- Resource List: Brand Inspiration
- Worksheet: Building My MVP Profile
- Worksheet: Finding the Core of My Brand
- Worksheet: Building Context Around My Brand
- Worksheet: On My Radar: A Competitive Analysis
- Worksheet: Mission, Market, Values
- Worksheet: Testing My Core Strength

### THIS WEEK'S SPECIAL GUEST EXPERT:



**Allyson Conklin** of Allyson Conklin PR kicks off the 2017 Expert Interview series. For the past six years, Allyson and her team have been helping amplify the volume on a carefully curated collection of beauty, home, and lifestyle brands. She's scored press for her clients in some of the most coveted publications, including *Vogue*, *E! News*, *Lucky*, *House Beautiful*, and *Refinery 29*. In this exclusive interview, she'll dish on the importance of brand positioning and why it's important to understand your brand's context within the larger marketplace. She'll also share strategies for scoring the attention of editors + tastemakers.





# MODULE 2

## DEVELOPING BRAND PERSONALITY + VOICE

Now that you've drilled deep into the core of your brand, we'll focus on breathing life into the work completed within the first module. Brands are three-dimensional affairs, and I'll guide you through a series of detailed (and fun!) exercises to more fully develop the personality of your brand. You'll emerge with a clear picture of how to present your work to consumers, wholesale buyers, and media professionals, along with a comprehensive, customized tool kit to ensure that your communications strike the right tone and command attention.

### THROUGH THIS CURRICULUM, YOU'LL...

- Learn how to edit your product collection to better manage logistics + build brand clarity
- Dig deep to explore the very core of your brand, recognizing the nature of the emotional resonance you seek to build with your audience
- Breathe life + personality into the foundational work you completed in Module 1
- Understand how to select a strong + unique + memorable brand name
- Create a successful tagline
- Cultivate a compelling brand voice that builds connection with your target customers
- Design a Content Style Guide to bring consistency to your communications

### SUPPORT MATERIALS:

- Module 2 Progress Tracker (*helps manage workflow*)
- Fill-in-the-Blank Workbook (*simplifies note-taking*)
- Resource List: Crafting Meaningful Brand Language
- Worksheet: Brand Name Audit
- Worksheet: My Brand Personality
- Worksheet: Developing My Content Style Guide

### THIS WEEK'S SPECIAL GUEST EXPERT:



In this installment of my weekly interview series, I'll introduce you to **Theresa Delaney**, a brand strategist and seasoned copywriter. Theresa doesn't rely exclusively on her fancy Communications & Marketing degree to help boutique brands communicate more effectively. Her experience as a serial entrepreneur brings a more specialized skill set to her work. Theresa spends her days helping brands just like yours develop content style guides to build connection with their customers and communicate with a well-developed, consistent voice. Join us for an inside look at the fatal mistakes most businesses make when crafting brand communications and learn how to effectively avoid them!



# MODULE 3

## WINNING THE HEARTS + MINDS OF YOUR CUSTOMERS

If you've ever stared blankly at a screen in a frustrating attempt to design engaging content for your audience, then take heart! This module will guide you through the process of creating rich, strategy-infused content that places your customers in a starring role. We're putting several critical pieces of the brand development puzzle under the microscope, including your "about" page and product descriptions. We'll also work together to create a brand manifesto that serves as a rallying cry to attract the kind of people you most want to serve.

### THROUGH THIS CURRICULUM, YOU'LL...

- Learn a new method of crafting your brand story in a way that resonates deeply with your ideal customers
- Understand how to distill your brand history down to essence, to encapsulate the most important facets of that history
- Discover a comprehensive blueprint for creating an "about" page that hooks your target audience
- Explore my method for crafting product descriptions that clearly communicate the value of your product + compel people to action
- Audit the product descriptions you've already created to identify opportunities to infuse them with more strategy

### SUPPORT MATERIALS:

- Module 3 Progress Tracker (*helps you manage workflow*)
- Fill-in-the-Blank Workbook (*simplifies note-taking*)
- Worksheet: Excavating My Brand Stories
- Worksheet: "About" Page Audit
- Worksheet: Product Description Blueprint
- Worksheet: Product Description Audit
- Worksheet: My Brand Manifesto
- Reference: Product Description Sample Pack
- Reference: Sensory Word Glossary

### THIS WEEK'S SPECIAL GUEST EXPERT:



I'm especially honored to have one of my business rock stars join us this week... none other than **Jeni Britton Bauer** of Jeni's Splendid Ice Creams. With a penchant for creating quirky gourmet flavors, Jeni began her career by running a tiny ice cream stall somewhere in Ohio. Today, she commands an ice cream empire with sales of \$25million+. She has a knack for marketing and a deep commitment to infusing her ethics into every facet of the business, forging relationships with local farms and producers. In 2015, she successfully navigated a potential PR crisis at the height of the national listeria scare and came out shining on the other side, with fans who were more committed than ever. I'm excited to have her join us for an insightful discussion about staying true to your company + building authentic relationships.



# MODULE 4

## CREATING A CONTENT ROADMAP

You've probably heard experts stress the importance of blogging, email marketing, and social media. But do you understand the larger "why?" behind each of these marketing channels? If not, then I hope you'll pull up a chair and get cozy! My goal with this module is to shift your mindset from "Someone told me I have to do these things, so I here I am" to "These are all avenues to connect directly + deeply with my peeps, and I'm excited to do them!" You and I will work together to build a comprehensive roadmap for content that tickles the fancy of your ideal customers. As you work through the curriculum, you'll discover my techniques for unearthing the exact conversations your customers are having and then we'll build a platform to feature your brand as an authority in those critical dialogues. We'll also use this opportunity to explore potential methods for baking a mission-driven, philanthropic component into your business model.

### THROUGH THIS CURRICULUM, YOU'LL...

- Understand how to utilize benign customer espionage to create organic content that drives engagement + converts to sales
- Explore which social media platforms will best serve your brand + develop a strategy for each of those platforms
- Develop a 12-month editorial calendar for your blog (*no more "What in the hell am I supposed to talk about now?"*).
- Establish meaningful content "buckets" that make crafting your email marketing newsletters 4,912 times easier (*yes, I counted them \*wink\**)
- Unearth potential philanthropic partners + develop a mutually-beneficial plan for giving back

### SUPPORT MATERIALS:

- Module 4 Progress Tracker (*helps you manage workflow*)
- Fill-in-the-Blank Workbook (*simplifies note-taking*)
- Worksheet: Customer-Led Content Planner
- Worksheet: Social Media Cheat Sheet
- Worksheet: Building a Philanthropic Plan
- Worksheet: Editorial Calendar

### THIS WEEK'S SPECIAL GUEST EXPERT:



This week, we're doing a team huddle with digital strategist **Meighan O'Toole**. The lovely Ms. O'Toole has worked in community management + digital outreach, honing her skills through stints at a few little outfits you might recognize. Oh, you know... just Yahoo, Wikia, and WIRED Magazine. No bigs!

Today she works with creative professionals and companies to help develop and define their presence online through building community, social media, and overall strategy. She's excited to come on board for Brick House Branding 2017 and roll up her sleeves to share keen insights on how we can make our email marketing and social media efforts more engaging and enjoyable.

**CONGRATULATIONS TO PARTIAL SEMESTER GRADUATES!** Participants who are joining us for the partial semester will pull their ripcords after module 4. I'll be joining full-semester participants in raising a toast to you as we continue on for the second leg of Brick House Branding!

# MODULE 5

## THE ART OF COMPELLING VISUALS

Too often, we mistakenly believe that the branding process begins with our logo. Note, however, that it's not until 2/3 of the way through this program that we've laid an adequate foundation upon which to erect a visual identity! And that identity is so much more than a logo. It encompasses selected fonts, a color palette, graphic elements, and your photography style, too. We'll immerse ourselves in examples of great design to aid in the process of developing a brand identity that's immediately recognizable as your own. Upon completion of this module, you'll have all the tools you need to connect with a talented designer to create your brand's aesthetics, and the lessons learned will keep the cost of your design project in check and ensure you make your deadlines.

### THROUGH THIS CURRICULUM, YOU'LL...

- Discover the principles behind effective logo design + explore the psychology of color
- Learn how to connect + collaborate with a competent graphic designer to bring your visual identity to life
- Understand what you must do before approaching the designer to empower them to succeed
- Design an inspiration board to build a visual language for your aesthetics
- Curate a Visual Style Guide to ensure your final brand aesthetic is consistently articulated
- Step inside the rebranding of Lucky Break to watch the visual branding process unfold step-by-step
- Create successful product images for your website + line sheets + media kit

### SUPPORT MATERIALS:

- Module 5 Progress Tracker (*helps manage workflow*)
- Fill-in-the-Blank Workbook (*simplifies note-taking*)
- Worksheet: Visual Identity Audit
- Resource List: Graphic Design
- Resource List: Product Photography
- Reference: Building a Brand Inspiration Board
- Reference: The Psychology of Color
- Worksheet: Vetting a Graphic Designer

### THIS WEEK'S SPECIAL GUEST EXPERT:



In this installment of my weekly interview series, I'll introduce you to **Erika Firm** of Analog Creative Co. From her sun-filled studio in Charleston, Erika crafts beautiful brand identities for stationery designers, event planners, candle companies, and more. She's a bit of a branding powerhouse, specializing in graphic design, web design, and digital design, too. A trifecta of goodness! Join us for a revealing dissection of modern design and learn how to build an aesthetic identity that works. We'll also explore how to successfully build a relationship with your designer to make the most of this critical partnership.



# MODULE 6

## BUILDING A STELLAR CUSTOMER EXPERIENCE

The revolution that's been underway in retail over the past decade has often been dubbed "the experience economy" by business analysts. Now more than ever, customers aren't simply buying the product; they're buying the experience of the purchase. Savvy brands are rising to the occasion by creating unique and memorable interactions with their target audience. In this module, we'll analyze the customer experience from start-to-finish, from the initial purchase online to the delivery of the product on their doorstep. We'll infuse emotional resonance into every facet of that experience and explore ways to encourage our customers to build communities around our brand and share our work with their friends and families. We'll wrap things up with a special exercise you can put into action to collect objective feedback about your brand, ensuring that you're hitting the bullseye with the decisions you've made thus far in the program.

### THROUGH THIS CURRICULUM, YOU'LL...

- Understand modern consumer psychology + what types of interactions consumers appreciate
- Build customer service policies that attract your target audience while protecting your tushie
- Explore the value + potential structuring of loyalty programs
- Design an unboxing experience that gives rise to raving fans + encourages social media sharing
- Explore a series of fun branding case studies to learn how other brands are enriching their customer experience

### SUPPORT MATERIALS:

- Module 6 Progress Tracker (helps manage workflow)
- Fill-in-the-Blank Workbook (simplifies note-taking)
- Worksheet: Branding Case Studies
- Worksheet: Objective Brand Analysis Tool
- Worksheet: Designing My Customer Experience
- Worksheet: Website Audit
- Reference: Website + Blog Inspiration
- Worksheet: Brand Implementation Checklist

### THIS WEEK'S SPECIAL GUEST EXPERT:



In this installment of my weekly interview series, I'll introduce you to **Arianne Foulks** of Aeolidia. If you've been in creative circles for more than a hot minute, then you've almost certainly connected with the work of Aeoldia. Arianne's web and graphic design studio has been working with creative handmakers since 2004 to

help them put their best foot forward online. She enjoys the customer experience on both sides of the table... as a business owner, she designs the Aeolidia customer experience and, through her work, she helps creative entrepreneurs develop their customer experience, too. She'll join me for a conversation on modern website building strategies. Think: e-commerce platforms, using pop-ups to build your email list, site analytics, and building trust with customers online.

**CONGRATULATIONS TO FULL SEMESTER GRADUATES!** The Office Hour call that occurs at the end of this module's release week heralds the graduation of full semester participants. We'll continue huddling in our private Facebook community for 3-4 additional weeks so that I can help guide your implementation of the Brick House Branding principles!



# BONUS INTERVIEWS

## IMPLEMENTATION WEEKS

Brick House Branding is a rigorous program and I've designed two intentional pauses in the workflow to help you stay on top of life + business. No new core curriculum is released during these "implementation weeks" but I'm always happy to introduce you to another entrepreneurial powerhouse through my Expert Interview series. We'll also gather for our usual Office Hours call on Fridays, when I make myself available to answer specific questions, review coursework and ensure you're moving in the right direction.

### IMPLEMENTATION WEEK 1

#### THIS WEEK'S SPECIAL GUEST EXPERT:



I'll introduce you to **Andrea Evans** of Evans IP Law. Andrea served as both a patent examiner and an examining attorney at the USPTO before starting her own law firm, where she continues to specialize in all things intellectual property. Unfamiliar with how intellectual property works? Join me as Andrea breaks down patents, trademarks,

and copyrights in a way that's blissfully easy to wrap your head around. Securing your brand's IP is of paramount importance and she'll share why you need to lock these pieces down, how you can lock them down, and actionable steps you can take should potential competitors forget that you already locked them down!

### IMPLEMENTATION WEEK 2

#### THIS WEEK'S SPECIAL GUEST EXPERT:



There's no way around it: Launching a new brand or retooling an existing brand requires an expenditure of resources. Which is my gentle way of saying "you're going to need to cough a small pile of cash at some point." Many of us are running our business on a shoestring budget because we don't qualify for traditional funding or because

heading to a bank for a business loan is intimidating as hell. I feel you, which is precisely why I asked my friend **Justin Renfro** to sit down for a chat about non-traditional funding. As the Senior Program Manager at Kiva, Justin leads the non-profit's work to fund entrepreneurs in the United States. He'll share how we can secure an interest-free business loan that requires no personal credit check. No joke... unicorns might not exist, but those loans totally do and he'll tell you precisely how to score one!

# GRADUATION GIFTS

I'll top off the tank of full-semester graduates with some extra inspiration, so you have plenty of fuel for the journey ahead. Enjoy these special bonus interviews in celebration of all the brand momentum you've created over the past eight weeks!

## GRADUATION GIFT 1

### AN INTIMATE LOOK INSIDE THE EVOLUTION OF A BRAND



There's a special energy that comes from watching a startup brand bootstrap its way to success. As you watch the brand evolve, you begin to think that you, too can conquer this (because you totally can!). And that's precisely why I'd like you to meet **Alana Rivera**, founder of celebrated apothecary brand Etta + Billie. She's hustled her business right out of her San Francisco apartment and into a bustling workshop with growing team. It was a rebrand that catapulted Etta + Billie forward to become the darling of editors and store buyers alike. Join me for a transparent peek inside the evolution of one of today's hottest brands. Inspiration abounds!

## GRADUATION GIFT 2

### THE AUDACITY TO DREAM BIG



In this installment of my weekly interview series, I'll introduce you to **Christina Stembel**, founder of Farm Girl Flowers. Christina began designing floral arrangements at the dining room table of her San Francisco apartment in 2008 and has since grown the company to \$5 million in annual sales and a team of more than 40 buyers, designers, couriers, and support staff. Even better? She's entirely self-funded. Huzzah! One of the keys to her rapid rise in the floral industry is her ability to niche: she offers just one beautifully designed bouquet per day and uses 100% American grown flowers, with a strong focus on the customer experience. She'll join us for an insightful discussion about the power of honing in on a niche and christening it as the sun around which all other facets of your business orbit.

# BHB IS SOUND INVESTMENT IN YOUR BUSINESS

**Tuition for the full semester program for Brick House Branding 2017 is \$1500.** Because I want to ensure that Brick House Branding is within reach, you also have the option to spread the tuition over four monthly payments of \$400 each. Reserve your spot with a deposit today and I'll bill your final three payments through PayPal's recurring billing program.

**Tuition for a seat in the partial semester of Brick House Branding 2017 is \$1100.** You're also welcome to spread tuition out over four monthly payments of \$300 each through the magic of PayPal's recurring billing program.



**My normal hourly consulting rate is \$299, but BHB Live students enjoy...**

- 16+ hours of video teaching
- 12+ hours of small group coaching by phone
- 45+ handouts
- Access to a series of wisdom-filled Expert Interviews
- A supportive community

**...for a fraction of what working together one-on-one would cost.**



**If I were to deliver this curriculum to brand owners one-on-one, the cost would easily top \$7500.** By assembling a small-but-mighty collection of makers + product designers who can work through the program together, I'm able to group-teach and keep the investment deliciously low without sacrificing the efficacy of the curriculum or the value of the experience

**PLEASE NOTE THAT ENROLLMENT IN THE SPRING SEMESTER CLOSES ON MAY 26. Space is limited + there's a solid chance that all available seats will be claimed before then. If you know you want in, then I recommend reserving your spot now, as I sold out every seat in the entire 2016 program!**

**THIS IS TOP CALIBER TEACHING + I  
UNEQUIVOCALLY STAND BEHIND IT**

I'm fervently committed to ensuring that this program is worthy of your investment. How committed? If you reach the half-way mark in Brick House Branding and feel as though it's not served you well, then I'll refund 100% of your tuition. Simply submit all of the completed coursework from modules 1-4 within one week of Module 4's release and tell me what's not working for you and I'll promptly return your moolah. Promise!

# MY EARS ARE BURNING (in the best possible way)



**PATTY MANWARING** • FRENCH BAILEY

This program is a wild rollercoaster ride of emotions: triumph, fear, excitement, inspiration, panic, empowerment!

Now that we've taken this class, we know our customer more intimately, feel ready to speak to her in a language that will resonate, have defined the direction of our visual brand identity, and believe we can tell our brand story with confidence and authenticity.



**STACIA GUZZO** • HANDCRAFTED HONEY BEE

I thought I knew and understood my brand pretty well before taking Brick House Branding, but I had no idea how badly I needed this course! If you're willing to do the

hard work, this program has the potential to change everything...in the best possible way.



**CHRISTY ROSE** • KBSHIMMER

It does not matter in if you have been in business for 5 minutes or 5 years, or if you have yet to launch, branding is a key part of being successful. This program is one of the

best investments I have made, and I feel with the tools given and some work, branding my business will help my sales go up, up, up!



**AUBREY MILLER** • REDBUD SUDS SOAP CO.

For someone like myself, with lots of creative energy but next-to-zero business or marketing savvy, this class was fantastic. Lela does an excellent job of thoroughly

breaking down the heart and soul of good branding into digestible bits and her worksheets guide you through the entire process. This program is definitely a worthwhile investment.



**JEANNELL DARDEN** • COCO CURLS

This deep, intricate class covers branding in a way that I never even considered. The information is so rich and meaty, and I feel like I'll have a completely new company

once I apply everything that I've learned. If you're interested in hiring a branding professional, I would wait to take this class before you make that move... it could save a ton of money!



**RACHEL NAJERA** • RACHEL'S PLAN BEE

This wonderful course provides all the information and tools to help small businesses dig deep and find their authentic brand voice. The information in this class is worth 10X the cost!



**VIBHA MAKWANA** • AYU SUNLESS

Lela makes this class so detailed and juicy! I love the case studies that help you start thinking differently for your brand to take it to next level.



**LISA BUTEUX** • COMFORT & JOY APOTHECARY

Too often, we cast a wide net to capture customers. Somewhere along the way, we find out we cannot (and should not) appeal to everyone. With this foundational

course, you will discover why you do what you do, and for whom you are doing it. Until we find this essential piece of the puzzle, we will be spinning our wheels. Once again, Lela delivers a meaty course packed with information to help you hone your brand and target customer. This is a serious course for those who are serious about their business. I highly recommend it!



# BUILD YOUR ROADMAP FOR A SUCCESSFUL + SUSTAINABLE BRAND

Before enrolling in BHB, many of my brand owners were trying to piecemeal their business by collecting information from around the internet, but all of that information doesn't necessarily apply to your business, creating frustration as you attempt to implement. And you might well be listening to a chorus of voices offering advice via forums or friends. The problem? It's either cookie-cutter advice that doesn't help you stand out from the crowd or experimental strategy that may or may not prove successful in the end game. In contrast, Brick House Brand is a comprehensive, proven marketing roadmap for wholesale success which is custom tailored to your brand. .

[CLICK HERE TO RESERVE YOUR SEAT](#)



## ENROLLMENT ENDS MAY 26

**Contemplating enrollment but you still have questions? We invite you to be in touch!**

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PHONE: 888.777.9436, extension 1

We're available Monday through Friday  
between the hours of 9am-5pm EST