



welcome to

BRICK HOUSE BRANDING

2019

BUILD YOUR ROADMAP FOR A SUCCESSFUL + SUSTAINABLE BRAND



HELLO THERE!

I'm so glad you're here! Many thanks for your interest in Brick House Branding. I'm doing cartwheels—excited to share more about how this brand accelerator can help you build a business with more clarity, more satisfaction, and more sales, too. Over the last two years, I've had the honor of graduating more than 400 savvy brand owners from this wisdom-infused mentorship, and I have even BIGGER plans for 2019.

I've rebuilt and refined each and every morsel of the curriculum, incorporating all of the insights that I've gleaned from years of teaching brand development. I've discovered that it's one thing to understand the building blocks of branding and how they fit together, and it's quite another thing to know how to deftly guide others along a successful path of self-discovery.

Teaching brand development takes equal parts knowledge, insight, and encouragement. Digging this deep in our hearts and brains takes an especially skilled hand! I'm proud of this new curriculum and teaching format because it incorporates the wealth of experience I've cultivated while helping hundreds of smart entrepreneurs see their businesses through an entirely new lens. I know exactly where the branding pitfalls lie and I've revamped BHB to help you leap right over them.

In 2019, I'm continuing to bring together the best of both worlds: community support and accountability PLUS one-on-one guidance from me directly. This year I'm offering three check-ins throughout the mentorship to give us plenty of room to unpack your ideas and ensure that you're on the right track.

There are a very limited number of spots available. I invite you to grab a mug of something delicious and dig in to explore how Brick House Branding can help you level up your business in a big, big way!

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WHY IN THE WORLD IS IT CALLED “BRICK HOUSE BRANDING?”

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 you ever 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 and 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.

IS BHB A SMART CHOICE FOR YOU?

The brand owners who derive the most benefit from Brick House Branding are the those who are struggling with the following facets of building their business. Grab a pencil and spend a few minutes meditating on each challenge. Place a checkmark next to each one that applies to you... the more checks you accumulate, the more transformative your mentorship experience will be!

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- The competitive landscape is feeling mighty crowded.** New brands pop up in your space every week, with too much overlap and way too many shades of grey.
 - You're "lost at sea" when you think of how your work fits into the broader marketplace.** It seems like everyone is in your dance space and you feel like you're slowly being eaten alive.
 - You're frustrated by efforts to connect with and understand your customers.** You know they must be out there, but you're struggling to understand where to find them, how to speak to them, and how to compel them to action. This whole shooting-in-the-dark thing is exhausting!
 - You're unable to charge what you know your products are worth.** There's a breakdown in the value communication of what you create, so you've been keeping your pricing artificially low in hopes that it will help tickle sales. But either it's not working at all or it's working... and you're broke.
 - You've been cobbling together a brand through piecemeal efforts, working to build each piece of your marketing strategy dot-by-dot, but connecting all of those dots together is proving to be a challenge.** The brand feels disjointed and inconsistent.

___ **TOTAL CHECKMARKS**

Keep in mind: Even a single checkmark means that BHB will hold value for you. If you find yourself with 3+ checkmarks, then I recommend reserving a spot ASAP. You're in an awesome position to revolutionize your brand through nine weeks of one-on-one work with me!

WHO IS LELA BARKER?

Oh, hi. That's me! 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 1500+ shops and spas around the globe, earning more than \$12million in revenue. Today, my artisanal products are still made in small batches in my South Carolina workshop by an awesome team of people that I'm proud to work alongside.

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 and 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. **After selling out consecutive semesters of Brick House Branding in 2016, 2017, and 2018, I'm rolling out the red carpet for the Class of 2019. I'll be continuing to blend the best of both worlds: community support with direct one-on-one feedback from me! I'm excited to offer brand mentorships brimming with wisdom and intimacy, and I'd be honored to save a spot especially for you.**

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 DOES THE BHB EXPERIENCE DELIVER?

I'd be honored to roll up my sleeves and slip on my best thinking cap to work alongside you in my intimate, 9-week brand accelerator. I've designed a proven brand development blueprint that provides the knowledge, tools, support, and structure you need to step boldly into the marketplace with confidence and clarity. We're going to refuel your entrepreneurial jet pack, reignite your passion, power-up your brand messaging, and bring serious focus to your business!





WHAT MAKES BHB DIFFERENT FROM OTHER BRANDING COURSES?

- **This isn't a blueprint based on scholarly theory.** It's a proven roadmap based on the evolutions of hundreds of product-based brands that I've had the honor of working directly alongside.
- **This isn't a series of 3-minute videos and DIY worksheets that barely scratch the surface.** It's a comprehensive program that gets to the very core of why your work matters, and then walks you through a detailed series of lessons that teach you how to pull that meaning through your entire brand presentation.
- **This isn't a program reserved exclusively for brand owners who wake up naked on piles of money each morning.** It's a smart system for leveling up your game, no matter how fat your bank account is or how far along you are on the entrepreneurial journey.
- **This isn't a "Here's the lesson... hope you grasp the concept!" program.** It's a guided journey brimming with support. Think: several "real life" examples for every concept, weekly group calls where you can run questions by fellow participants and me, and three private calls that enable you to bounce ideas directly off of me in recorded one-on-one sessions.

COMPREHENSIVE *brand development* FROM A TO Z

My holistic approach to branding is thoughtfully crafted especially for creative, product-based businesses. It blends critical brand strategy with a stellar visual presentation and compelling customer experiences. Over the course of our nine weeks together, we focus on...

- Discovering what you're really selling (heads up: your product isn't the alpha and omega of what your customers want!).
- Cultivating an intimate understanding of your dream customer and what makes them tick.
- Building emotional resonance that cultivates loyalty among that target audience.
- Determining how to select a strong and unique brand name that you can trademark at the federal level.
- Learning how to position your brand within the marketplace by identifying competitive and complementary brand sets.
- Crafting a brand manifesto to serve as magnet for the people you most want to serve.
- Developing a compelling brand voice that builds connection with your audience.
- Clearly communicating your brand story to eloquently share your passion and rally your audience around you.
- Crafting a compelling "about" page and persuasive product descriptions.
- Creating a blueprint for your email marketing efforts.
- Designing an editorial calendar for your blog (no more "What in the hell am I supposed to talk about now?").
- Exploring which social media platforms best serve your brand and developing a content strategy for each of those platforms.
- Discovering the principles behind effective logo design and the psychology of color.
- Exploring how to effectively work with graphic designers to keep projects on-budget and moving along on an agreeable timeline.
- Curating a visual style guide to ensure that your brand aesthetics are consistently articulated.
- Understanding how to capture persuasive product images for your website, line sheets, and media kit.
- Designing customer service policies and an enriched unboxing experience that spawns an army of raving fans.
- Peeling back the curtain on creative brands who are rocking retail, wholesale, and the media.
- Learning how to apply those same branding principles to your company, no matter how deep your wallet or how far along you are in your entrepreneurial journey.

HOW DOES BHB WORK?

This 9-week mentorship offers the best of both worlds: group support and accountability blended with private coaching and direct feedback. *I adore a good win-win!*

The number of participants is intentionally capped to ensure that you receive personal guidance and plenty of access to me as we unpack these teachings. We'll kick things off together as a community on the same day and then methodically work through a progressive blueprint of brand development that builds and layers upon itself.

Here's how that works...

- **SATURDAYS:** On Saturdays throughout the semester, **I release a series of information-rich video trainings, each singularly focused on a critical building block of brand development.** Every module is accompanied by a packet of support materials, including detailed resource lists and deep-diving worksheets designed to guide you through putting the information into immediate action for your business.
- **FRIDAYS:** **We gather together each week for 90 minutes of Q+A on a group Office Hours call,** providing an opportunity to build community, clarify curriculum, and review coursework to ensure that you're on the right track. **It's hard to imagine how helpful listening to other people work through brand development is... until you actually hear it.** These group calls are one of the most celebrated facets of the program! And each one is recorded, so you can enjoy all the action even if you can't join us live.
- **EVERY FEW WEEKS:** **You and I meet on a private call so that I can offer personalized guidance. I'll roll up my sleeves to tailor curriculum, ensure that you're on the right track, gut-check the viability of your plans, help you see the brand through a fresh lens, and keep you motivated and moving forward.** We'll enjoy three private calls throughout the semester, totaling 2 hours of private consulting, and you'll be invited to schedule them all before our semester kickoff begins.

Before we meet for the private calls, I'll ask you to beam over select pieces of the BHB coursework, so that I can guide your progress and support you every step of the way. **I have call times available during business hours and on select evenings and weekends. And they're all recorded, too, so you can ease into the conversation without ever picking up a pen to take notes!**

WHO IS THIS MENTORSHIP DESIGNED FOR?

Every drop of this curriculum and mentorship experience has been intentionally created especially for product-based entrepreneurs. Apothecary brand owners, ceramicists, jewelers, stationers, houseware designers, apparel mavens, chandlers, and purveyors of gourmet food... I'm looking at you!

BHB IS DESIGNED FOR YOU IF...

- You're tired of shouting into empty caves, wandering aimlessly in search of customers, pricing below what you know your products are worth, and watching all those other brands become the darlings of store buyers and 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 and an appetite for action.

You don't need to be in the pre-launch phase 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, editors aren't talking about the brand, and they can't charge the prices needed to turn healthy profits and reinvest in the business. If that feels all-too-familiar, then it's a strong indicator that further brand development is needed.

This program is a detailed business diagnostic designed to build your knowledge base and reveal which facets of your brand need refining. It marries those new insights with fresh tools and a sage mentor, empowering you to 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 nine weeks to build a solid foundation beneath your business. My clients are people of action, and we move through the coursework as a group. I need you to be ready to roll up your sleeves and get busy with an active tribe of serious entrepreneurs!

Enrollment in BHB is limited, enabling me to answer your questions and come to know your brand intimately. You and 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.

WHAT ARE THE “EXPERT INTERVIEWS” ALL ABOUT?

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 exclusive video interviews support and 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. • **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 and consistently articulated brand. From how to work with a graphic designer to how to lock down your trademark. 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!

BHB RESULTS (BY THE NUMBERS)

I carefully monitor the growth of each semester to ensure that Brick House Branding is leading brand owners out of the woods and into a place where they're empowered with more strategy, more confidence, and a stronger presentation. At the conclusion of each semester, I release a Graduation Survey which measures progress and invites a critique of the BHB experience. The results are consistently impressive... here's how we did in 2018!





THE INVESTMENT

BHB will be one of the best investments you ever make in your business. That's not some lofty promise or sales gimmick. Almost nothing makes me happier than hearing *"Seriously, why didn't I do this sooner?"* and *"This is the best money I've ever spent in my business!"* at the conclusion of every semester.

I'm proud of the track record and reputation that I've developed. I work damn hard for my clients and that's reflected in their Graduation Survey results: **every BHB participant in the history of ever has indicated that this mentorship was a wise investment for their business. Every. Last. One.**

Tuition for the Brick House Branding mentorship is locked in at \$1800 for 2019, but the value far exceeds the price of admission. Because I want to ensure that this opportunity is within reach, you can elect to spread the tuition over four monthly payments of \$475 each. Reserve your spot with a deposit today and I'll bill your final three payments through PayPal's recurring billing program.

I'm happy to put my money where my mouth is, too. If you do the work and don't believe this experience is serving you well, then you can request a full refund. I've never once had it happen, but the offer is squarely on the table!

My hourly consulting rate is \$299 and my calendar typically books out 6-8 weeks in advance. 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 collective of makers and product designers who can work through the program together, I'm able to group-teach and keep the investment surprisingly affordable without sacrificing the efficacy of the curriculum or the value of the experience.**

HEAR FROM BHB ALUMNI



SARAH SAMERE

James Vincent Design Co. *apparel*

When I started Brick House Branding, I assumed that I had most of my ideas nailed down. This class turned me on my head and literally made me break down my business to the bare bones and rebuild from the ground up. I wasn't anticipating that but I'm so glad it happened and I'm so excited to see how it all pans out!



ROSAURO UNANGST

Pigment & Parchment *bespoke invitations*

I appreciate Lela's honesty and I love the quasi-holistic approach of Brick House Branding. It really challenged us to look within. You acknowledged these businesses are a part of us in a deeply personal way, but we can still find ways to be business-savvy and without making everything personal.



MAJA ZUROVAC | **Maiook** *handbags*

I honestly loved the entire Brick House Branding experience, but my favorite aspect was Lela's feedback on the weekly calls. It is beyond helpful to run ideas by someone and receive an honest opinion and that additional push. I didn't expect so much involvement and so much feedback on every single question posted.



ELIZABETH BENOTTI

Elizabeth Benotti *ceramics*

Hell yes, I would recommend Brick House Branding to a friend! If you really want to get your act together, look amazing and have a clear focus to grow, then take this class. It's worth every penny.



ANGEL HUNTINGTON-ORTEGA

Todos Organics *apothecary*

This is my third program with Lela, and her classes just keep getting better and better! The handouts are on point. So many resources and so many ideas, but such clear structure.



NADJA CROUTHER | **Femme Noire** *hairstyle*

Brick House Branding enabled me to identify who I am as a brand, who my customers are, and how to attract them. I'm also more comfortable being a small maker, and I don't feel like I have to pretend to be bigger than I am.

MARK YOUR CALENDAR

I've designed every facet of this experience to fit conveniently into your lifestyle and calendar:

- **Curriculum Videos and Expert Interviews are available 24/7** in your personalized Virtual Classroom. **You can study 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, or while sweating it out on a treadmill.**
- **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 is published months before the semester begins,** so you can plan ahead and join me live as often as possible. And no worries if you can't make it to a call! **Each one is recorded** and uploaded to the Virtual Classroom as an MP3 file, so you can catch up at a time that's convenient for you.
- **I've opened up my calendar and set aside time during select evenings and weekends for our private calls.** You'll be able to book all three of them before the semester begins, so you have plenty of notice and ample flexibility with your scheduling.
- The semester includes **two "Implementation Weeks"- opportunities to catch your breath** and put into action all the strategies you've been learning.
- Enjoy **lifetime curriculum access** so you can revisit the modules as often as needed as you continue implementing the principles taught in BHB after graduation of the live semester.

WINTER 2019 SCHEDULE

OCTOBER 12: Public enrollment ends (sooner if all seats are claimed quickly!)

JANUARY 19: Semester Kickoff + Module 1 Release

JANUARY 26: Module 2 Release

WEEK OF FEBRUARY 2: Implementation Week + first one on-one call with Lela

FEBRUARY 9: Module 3 Release

FEBRUARY 16: Module 4 Release

WEEK OF FEBRUARY 23: Implementation Week + second one-on-one call with Lela

MARCH 2: Module 5 Release

MARCH 9: Module 6 Release

MARCH 15: Graduation!

MARCH 15-22: Post-graduation one-on-one call with Lela

*Weekly Office Hour calls will be hosted each Friday during regular business hours, beginning on January 25 and continuing through March 15. Each call is recorded and I accept questions in advance, so you can take full advantage of these group calls even if you can't join us live.

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 differentiates you from others in the marketplace (*Hint: We're going to build everything else around this core!*)
- Learn how to crawl inside the mind of the audience that you most want to attract and 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 and 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*)
- Worksheet: Brand Inspiration
- Worksheet: Building My MVP Profile
- Worksheet: Testing My Core Strength
- Worksheet: Building Context Around My Brand
- Worksheet: Brand Detective

THIS WEEK'S SPECIAL GUEST EXPERT:



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.

MODULE 2 DEVELOPING YOUR 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 and 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 and personality into the foundational work you completed in Module 1
- Understand how to select a strong and unique and 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: Building Context Around My Brand
- Worksheet: Mission, Market, Values
- Worksheet: Cultivating Emotional Resonance
- Worksheet: My Brand Personality
- Worksheet: Brand Name Audit
- Worksheet: 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 AND 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 and 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 Story
- Worksheet: My Brand Manifesto
- Worksheet: "About Page" Audit
- Worksheet: Product Description Blueprint
- Worksheet: Product Description Audit
- Reference: Sensory Word Glossary
- Reference: Product Description Sample Pack

THIS WEEK'S SPECIAL GUEST EXPERT:



I'm especially honored to have one of my business rock star crushes 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 and 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 and 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 and converts to sales
- Explore which social media platforms will best serve your brand and 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 and 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: Building a Philanthropic Plan
- Worksheet: Customer-Led Content Planner
- Worksheet: Email Marketing Plan
- Worksheet: Instagram Content Map
- Reference: Social Media Primer

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 and 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.

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 while ensuring that you make your deadlines.

THROUGH THIS CURRICULUM, YOU'LL...

- Discover the principles behind effective logo design and explore the psychology of color
- Learn how to connect and 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 and line sheets and media kit

SUPPORT MATERIALS:

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

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 in Brick House Branding.

THROUGH THIS CURRICULUM, YOU'LL...

- Understand modern consumer psychology and what types of interactions consumers appreciate
- Build customer service policies that attract your target audience while protecting your tushie
- Explore the value and potential structuring of loyalty programs
- Design an unboxing experience that gives rise to raving fans and 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)
- Reference: Website + Blog Inspiration
- Worksheet: Website Audit
- Worksheet: Designing My Customer Experience
- Worksheet: Branding Case Studies
- Worksheet: Brand Analysis

THIS WEEK'S SPECIAL GUEST EXPERT:



In this installment of my weekly interview series, I'll introduce you to Christina Stembel, founder of FarmGirl 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.

MAKE 2019 THE YEAR OF YOUR BUSINESS

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 success that I help custom-tailor to your brand.

[CLICK HERE TO RESERVE YOUR SEAT](#)



ENROLLMENT ENDS OCTOBER 12

Still have questions? I invite you to be in touch!

EMAIL: hello@luckybreakconsulting.com

PHONE: 888.777.9436, extension 1

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