

"A BRAND WITHOUT A STRATEGY IS JUST A HOBBY!"

THIS DOCUMENT WILL SERVE AS YOUR BRAND STRATEGY. PLEASE BE DETAILED WITH THE ANSWERS YOU GIVE TO THE FOLLOWING QUESTIONS. THIS WILL BE USED AS A REFERENCE DURING THE DESIGNING PROCESS.

BRAND HEART "THE BLUEPRINT"

WHAT IS THE **PURPOSE** OF YOUR BRAND? WHY DOES IT EXISTS?

BOSSESONLYLA PROMOTES ENTREPRENEURSHIP IN THE CITY OF LOS ANGELES BY EQUIPPING OUR BUSINESS OWNERS WITH PROFESSIONAL QUALITY BRANDING THAT'S REFLECTS THEIR IDEAS WITH A STRONG VISUAL PRESENCE.

WHAT THE **MISSION** FOR YOUR BRAND? WHAT DOES IT DO? AND HOW DO YOU DO IT?

THE REASON WHY I STARTED THIS BUSINESS IS BECAUSE I'VE ONCE BEEN IN YOUR SHOES, TRYING TO START A BUSINESS FROM AN IDEA THAT I LOVED BUT DIDN'T KNOW THE FIRST THING ABOUT HOW TO BUILD. AFTER SO MANY TRIAL AN ERRORS I REALIZED I COULD USE MY GIFT AND WHAT I'VE LEARNED TO BRAND MYSELF AS A BRAND STRATEGIST/ DESIGNER. I DECIDED TO TAKE WHAT I LEARNED THROUGH MY MISTAKES, AND GIVE THE GAME TO THE NEXT BOSS FROM MY CITY, SIMPLY BECAUSE I'M BIG ON SEEING PEOPLE FROM MY CITY BOSS UP AND WIN. I BELIEVE A WIN FOR ONE OF US IS A WIN FOR ALL OF US.

WHAT IS THE **VISION** FOR YOUR BRAND? IN 5 YEARS WHERE DO YOU SEE YOUR BRAND?

IN 5 YEARS I HOPE TO SEE DESIGNS CREATED BY BOSSESONLYLA CIRCULATING AROUND WITH THE REPUTATION OF BEING LA'S GO- TO BRAND DESIGNER. I WANT BE THE FIRST THING THAT COMES TO MIND WHEN SOMEONE IN LA DECIDES TO START A BUSINESS, THE RIGHT WAY. I WANT FOR BRANDS THAT NEED A BOOST TO COME SEE ME WHEN THEY FEEL READY TO TRANSITION FROM A IDEA TO A FULLY FUNCTIONING BUSINESS WITH AN AESTHETIC THAT COMMANDS ATTENTION.

HOW YOU YOU PLAN TO **EXECUTE** YOUR BRAND GOALS?

I BEGAN BY COLLABORATING WITH A UPCOMING BUSINESS OWNER WITH A FOLLOWING LARGER THAN MY OWN. I OFFERED TO WORK FOR FREE TO LEARN WHAT I NEEDED TO KNOW TO STRUCTURE MY COLLAB PROCESS, ONCE I WAS DONE I WATCHED TO SEE HOW THE DESIGNS I CREATED HELPED GIVE HER BUSINESS THE LEGITIMACY IT NEEDED, TO LEVEL UP. TO PROVE TO MYSELF THAT MY FORMULA TO A SUCCESSFUL BUSINESS WORKED, I TOOK ON ANOTHER PROJECT FOR FREE, ONE WHERE I WAS ALLOWED THE OPPORTUNITY TO BE MORE HANDS ON IN THE BUSINESS STRATEGY, AND I WATCHED THE ANALYTICS PROVE MY POINT. NOW I KNOWHOW MUCH MY WORK I WORTH, AND THAT IF I CONTINUE TO IMPROVE MY PROCESS, I CAN GET EVEN BETTER RESULTS WITH THE NEXT PROJECT.

WHAT **VALUES** GUIDE YOUR DECISIONS AS A BUSINESS?

I WANT TO WORK WITH PEOPLE FOCUSED MORE ON GETTING THE BUSINESS RIGHT THAN MAKING THE MONEY, BECAUSE WHEN THE MONEY STOPS, THE GRIND STOPS, AND ALL MY WORK IS FOR NOTHING. I REFUSE TO WORK WITH OR WASTE MY TIME WORKING WITH "BUSINESS OWNERS" WHO DONT WANT TO DO THE WORK OF LEARNING THEIR OWN BUSINESS AND THE PURPOSE IT SERVES TO THE PEOPLE. IM NOT SACRIFICING THE INTEGRITY OF MY BRAND WORKING WITH ANYONE NOT WILLING TO DIG DEEP TO SUCCEED. IVE PUT IN 9 YEARS LEARNING AND LOSING, I'VE DONE DESIGNS THAT WOULD HAVE DONE WELL HAD THE OWNER PUT THE PROPER DRIVE BEHIND IT. IT'S DISAPPOINTING AS AN ARTIST.

Design Right

SIDE NOTE: IT HELPS TO THINK OF YOUR BRAND AS A CHILD THAT YOU'RE RAISING. WHY WAS IT CREATED? WHAT ARE WE HOPING FOR IT TO GROW INTO?

BRAND MESSAGING "THE CORE"

HOW DO WE WANT TO TALK ABOUT THE BRAND? (WHEN THINKING ABOUT BRAND MESSAGE, WHAT DO YOU WANT TO CONVEY?)

WE AIM FOR LONGEVITY!!
WHEN IT COMES TO BUILDING A MEMORABLE BRAND,
CONSISTENCY IS EVERYTHING!
"STRONG BRANDS HAVE CLEAR BRAND CORE VALUES,
APPEALING VISUALS, AND A LONG-TERM BRAND
STRATEGY."

WHAT ARE THE FUNCTIONAL AND EMOTIONAL BENEFITS OF YOUR PRODUCTS OR SERVICES?
HOW DOES IT SOLVE A PROBLEM FOR THE CUSTOMER?

THE BENEFIT OF WORKING WITH ME IS KNOWING YOU HAVE SOMEONE WHO HAS YOUR BACK, AS WELL AS SOMEONE WHO CAN TAKE YOUR IDEA, AND EXECUTE IT BEYOND YOUR VISION.

THERE WILL BE TIMES NATURALLY WHERE YOU ARE GOING TO WANT TO QUIT. TIMES WHEN MONEY IS TIGHT AS LIFE GETS TO BE TOO MUCH. WORKING WITH ME IS LIKE HAVING A PARTNER IN CRIME. MY JOB IS TO GIVE YOU SOME TIME TO REST. CHECK ON YOU, AND GET YOU BACK ON TRACK AND REFOCUSED. KNOW THAT I GOT YOU, I JUST NEED YOU TO WANT IT BAD ENOUGH TO GET BACK ON YOUR SHIT.

DOES YOUR BRAND HAVE KEY STORIES? (WHAT MAKES YOU UNIQUE?)

THE REASON WHY I STARTED THIS BUSINESS IS BECAUSE I'VE ONCE BEEN IN YOUR SHOES, TRYING TO START A BUSINESS FROM AN IDEA THAT I LOVED BUT DIDN'T KNOW THE FIRST THING ABOUT HOW TO BUILD. AFTER SO MANY TRIAL AND ERRORS I REALIZED I COULD USE MY GIFT AND BRAND MYSELF AS A GRAPHIC DESIGNER. I DECIDED TO TAKE WHAT I LEARNED THROUGH MY MISTAKES, AND GIVE THE GAME TO THE NEXT BOSS FROM MY CITY, SIMPLY BECAUSE I'M BIG ON SEEING PEOPLE FROM MY CITY BOSS UP AND WIN. I BELIEVE A WIN FOR ONE OF US IS A WIN FOR ALL OF US.

BRAND TONE, HOW WOULD YOU LIKE YOUR BRAND TO SOUND IN DIFFERENT CONTEXT? (PROFESSIONAL, SASSY, BOLD, HUMOROUS)

HUMOROUS AND LOVING BUT WITH A TOUGH UNDERTONE USED TO PUSH YOU PAST YOUR LIMITS.

WHAT IS YOUR BRAND MANTRA/TAGLINE? (A SENTENCE OR PHRASE USED TO SUMMARIZE A MARKET POSITION)

TAGLINE: "ABOUT MY BUSINESS" + "MAKING MOVES, NOT EXCUSES"
MEANING: "TO BE FOCUSED." NOT ALLOWING OUTSIDE ENTITIES TO STOP YOU OR HOLD YOU BACK FROM REACHING THE TOP

WHAT ABOUT YOUR PRODUCTS/SERVICE SETS YOU APART FROM COMPETITORS? (WHY SHOULD CUSTOMERS CHOOSE YOU INSTEAD?)

- OFFER MY SERVICES AT COMPETITIVE PRICES
-APART OF BEING A GOOD DESIGNER, IS BEING A GREAT LISTENER.
I TEND TO CHALLENGE MY CLIENTS TO STAY CONSISTENT+ TO STAY FOCUSED ON THE BIGGER PICTURE
-ALWAYS WORKING TO PERFECT MY CRAFT AND ADD TO MY SKILL SET TO PRODUCE BETTER GRAPHICS

WHO WOULD YOU CONSIDER YOUR COMPETITION TO BE? AND WHAT POINTS DO YOU WANT TO GET ACROSS TO DIFFERENTIATE YOURSELF?

MY COMPETITION WOULD BE APPS AND WEBSITES LIKE CANVA. ONLY BECAUSE IT MAKES IT EASY FOR BRAND OWNERS ON A BUDGET TO CREATE BRAND CONTENT WITHOUT A DESIGNER, HOWEVER IT TAKE AN EXPERIENCED DESIGNER TO KNOW IMPORTANCE OF BEING CONSISTENT WITH YOUR AESTHETIC, AND POINT OUT WHERE YOU ARE MAKING MISTAKES, THAT ARE COSTING YOU CUSTOMERS AND MONEY.

WHICH BRANDS INSPIRE YOU? (WHY DOES THEIR BRAND VOICE RESONATE WITH YOU?)

@SALTEDINK: I LIKE THE WAY SHE STRUCTURED HER BUSINESS, I DISLIKE HER COLOR SCHEME
@THEFOURHOUSECO: I LIKE THAT SHE CREATES FOR WOMEN OWNED BUSINESSES, AND I DISLIKE THE LACK OF VARIETY

IF YOUR BRAND WERE A CELEBRITY, WOULD WOULD IT BE?

SOUNDS SUPER CLICHÉ BUT MY BRAND WOULD BE A NIPSEY HUSSLE.

"THE HIGHEST HUMAN ACT IS TO INSPIRE"

BEFORE HIS DEATH I WATCHED AN INTERVIEW OF HIM TALKING ABOUT THE IMPORTANCE OF BUILDING UP OUR OWN COMMUNITY AND BUYING BACK THE BLOCK, PASSING DOWN GAME, AND GIVING TOUGH LOVE TO THOSE NEIGHBORS OFF TRACK. THAT INTERVIEW CHANGED MY LIFE BECAUSE AT THE TIME I WAS THROWING AWAY MONEY ON A FAILING TSHIRT BUSINESS, YET I HAD SO MUCH TALENT AND KNOW HOW. THAT DAY I FOUND OUT THE MEANING OF RE-BRANDING, AND HAVE BEEN USING IT TO MY ADVANTAGE EVER SINCE, WITH "THE BUY BACK THE BLOCK" INTERVIEW AS THE MOTIVATION.

BRAND IDENTITY "THE LOOK"

HOW WOULD YOU DESCRIBE YOUR BRAND AESTHETIC? CIRCLE ONE.

[EDITORIAL/LUXURY] [STREET] [TRIBAL]
[VINTAGE] [ART DECO] [70'S VIBE] [GRUNGE]
[SPORTY] [HANDMADE/SKETCHY] [MINIMAL]
[FUTURISTIC] [RETRO] [ELEGANT/WEDDING]
[PLAYFUL/CHILDREN] [FLORAL/NATURE]
[ROUGH/BRUSH]

WHAT TYPE OF EXPERIENCE DO YOU WANT YOUR CUSTOMER TO WALK AWAY WITH? (WHEN PEOPLE INTERACT WITH YOUR BRAND, HOW DO YOU WANT THEM TO FEEL?)

I WANT MY CUSTOMERS TO WALK AWAY WITH A VISION OF HOW TO BE TO BE BIGGER AND BETTER, FEELING ENCOURAGED AND MOTIVATED TO FIND THEIR PASSION AND BEGIN CULTIVATING IT, AND TO HAVE LEARNED THAT EVERY FAILED ATTEMPT IS A LESSON LEARNED. I BELIEVE YOU ARE LIVING IN YOUR FULL POTENTIAL WHEN YOU LOVE WHAT YOU DO, AND READY FOR THE NEXT CHALLENGE.

DESCRIBE YOUR IDEAL CUSTOMER? WHAT TYPE OF PERSON ARE YOU APPEALING TO?

MY BRAND APPEALS TO ANYONE FROM THE LA AREA THATS SERIOUS ABOUT INVESTING INTO STARTING A BUSINESS, AND STAYING CONSISTENT TO MAKE SURE IT LAST. MY JOB IS TO PUSH YOUR VISION FOR YOUR BRAND FORWARD, POSSIBLY FURTHER THAN YOU IMAGINED IT CAN GO. AND TO GET YOU TO INTRODUCE ME AND THE WORLD TO YOUR BRAND AND ITS PURPOSE. TO DO THAT, YOU AS THE CLIENT NEED TO UNDERSTAND THE INS AND OUTS OF IT, JUST LIKE YOU WOULD A SMALL CHILD. I ALSO WOULD WANT TO WORK WITH ANYONE WHO MAY HAVE ALREADY STARTED A BUSINESS BUT READY TO GIVE THEIR BRAND A REFRESH

WHAT COLORS ARE YOU INTERESTED IN USING FOR YOUR PALETTE?
(MINIMUM OF 3 COLORS)



DO YOU HAVE A FONT CHOICE OR COMBO? IF NOT WHAT FONT STYLES ARE YOU INTERESTED IN? EX: HANDWRITTEN, CLASSIC, ELEGANT, BOLD, LUXURY,

HandWritten
BOLD

WHAT ICONS, OR IMAGES ARE ASSOCIATED WITH YOUR BRAND? (EX: A LEAF, STARS, TREE, MAKEUP BRUSH)



BRAIN IN A SUIT HOLDING BRIEFCASE- BOSS MENTALITY



PALM TREES- MADE IN LOS ANGELES

DO YOU HAVE ANY CONTENT OR CREATIVE ELEMENT TO INCLUDE? (EX: VECTOR ART, ILLUSTRATIONS)

