

BRAND ME

MARKETING & BRANDING AGENCY

{YOUR BRAND DEFINED}



COACHING AND CONSULTING

Creating Consistent Customer Connections

www.BonnieBonadeo.com/brand-me-agency

BRANDING IS SALES WITH A SOUL... MARKETING IS SALES WITH A PLAN

Build your Brand - Plan Your Strategy

Working on your business is as essential as working in your business but when our TMER (Time, Money, Energy, and Resources) are limited it requires us to be the leader and bring in the experts for coaching, training, partnering, and project management. All things to consider when your TMER is full and you know you need the support.

Truth, no one understands your brand Identity like you, but you may not understand the digital connections needed to uplevel your business.

Brand Me offers **3** unique approaches to get the support you need to strategically market your business and build your brand.



COACH AND TRAIN TO "DO IT YOURSELF"

This package will be a hands-on approach to learning basic skills to develop your marketing strategy, Developing your Brand Identity, defining your urgent need, and building and launching a strategic campaign.



PARTNERSHIP- DO IT WITH YOU

The DIWY Package is a true partnership from concept to creation of your Brand Identity and urgent needs but includes elevated strategy and implementation support.



EXPERT SUPPORT - DO IT FOR YOU

All the support you need with a freelance Brand Manager for your business. From creation to implementation, managing email campaigns, posts, ads and digital resources and edits.

BRANDING IS SALES WITH A SOUL...

MARKETING IS SALES WITH A PLAN

*Additional Resources. *Included in DIWY and DIFY*

01

BRAND STRATEGY 1 - BRAND OVERVIEW

Deep dive into the revenue resource and visual connection approach plus targeted brand strategy.

02

BRAND STRATEGY 2 - BRAND BOARDS

Visual esthetic of the overall brand and each targeted brand. From logos, colors, fonts, essence, and images.

03

BRAND STRATEGY 3 - CLIENT AVATAR REPORTS

If you are clear on why you exist and what you are offering, then whom you are offering it. This report defines your ideal client persona.

04

BRAND STRATEGY 4 - DIGITAL IDENTITY REVIEW

From your website wireframe to online stores, social media, and everything in between. Improve sales funnel presence to create values-driven and story-guided connections with existing and new clients for all brand entities.

BRANDING IS SALES WITH A SOUL... MARKETING IS SALES WITH A PLAN

05

BRAND STRATEGY 1 - MARKETING STRATEGY

The 30-60-90 day strategy of implementation and measuring results.

- Additional costs may be required by clients to complete and implement a full brand strategy. i.e. Update or new website, email CRM systems, ad buys, Graphic Design app, landing page, webinar, appointment or quiz software and platforms,

salon today NOVEMBER/DECEMBER 2020

B·B BONNIE BONADEO
A Boutique Coaching & Training Agency

Burning Questions

2. I am seeing a high number of new clients with every business I coach but, on average, 64% of those new clients only come in one time. This presents many opportunities. How many new clients are coming in, what are they coming in for and what are they spending in service and retail? What are the systems for how a new client is served on their first visit? How many rebook? Is the salon following up with them after their first visit?

Gaining and retaining new clients has always been important to long-term growth. Now, more than ever, it is vital to success in the current climate. Pull your new client reports from your software and meet with your team to create new systems, actions and promotions to take advantage of this.

Q. How do I get myself out of this cycle of training people for years only to have them leave and take their guests with them?

JILL KRAHN
Vice president of sales, Salon Professionals Education Company

My sister Jodi and I are partners in the salon division of our business, and we opened our own school with the goal of teaching students the skills they would need to work in a salon right out of the gate. Our school helped to develop and establish best practices for Salon Professional Education Company (SPEC), a franchise school system that helps owners like us eliminate the hire-train-rotate cycle.

Within our school, we have successfully established a robust recruiting ground for our salon. We can identify which students will be a good fit for our company culture and which students might flourish in other salons. For potential hires for our salon, I believe in and always look for the students who are loyal, community-minded, and goal-driven. By identifying the right personality traits for our salon culture, we have dramatically improved our retention rates and built a strong and cohesive team.

I would encourage other salon owners who want to eliminate the hire-train-rotate cycle to follow a similar path and consider opening a SPEC school. The groundwork and infrastructure, including regulatory compliance guidance, is already established. Your next best product that you develop will be a student, and you will soon be growing salon leaders one student at a time.

A mentor of mine, Daniel Mason Jones, said, "When the student is ready, the teacher will appear." This is your opportunity to elevate the standard of beauty education in your market.

Q. How does my brand help me to grow my business?

BONNIE BONADEO
Founder of Brand Me Marketing and Branding Agency

Now is not the time to be brand-less...

We have reached the pinnacle in the salon industry when what used to work for us to build our business and grow a client base is considered an ancient approach. We must get our In Real Life business (IRL) to also have a strong URL (digital) presence to survive 2020 and beyond.

If the top two current concerns for salons today are finding new staff and finding new clients, the solution is building a digital brand identity and marketing your business consistently and confidently. The strategy to marketing a new client is the same as marketing to a new stylist. If as consumers the first thing we do is Google you, go to your website, and check out your social media pages—what first impression do they give of you and your business?

Understand that marketing is sales with a plan, and branding is sales with a soul. The focus becomes branding you, your values, and your purpose to create a personal and emotional attraction to new clients and staff.

Marketing then becomes the plan and strategy that answers these questions: Why do they need me? What problem am I solving for them? Who are my ideal clients (staff)? Where do I market? When do I market? And, how do I market?

The average metric for Advertising and Marketing was 2-5% of your budget and that is still very double with the technology and digital resources we have today. Here are the 10 marketing and branding resources to review and see what your Digital Brand Identity score is:

**“Marketing is sales with a plan.
Branding is sales with a soul.”**
—Bonnie Bonadeo

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20 SALONTODAY.COM NOVEMBER/DECEMBER 2020

BRAND ME AUDIT
MARKETING & BRANDING AGENCY

YOUR NAME HERE
Creating Consistent Customer Connections



BRAND ME CLIENT AVATAR REPORT

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BRAND ME
MARKETING & BRANDING AGENCY

YOUR MARKETING TEAM
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BRAND ME OVERVIEW

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BRAND ME
MARKETING & BRANDING AGENCY

YOUR WEBSITE
Creating Consistent Customer Connections



BRAND ME DIGITAL PRESENCE

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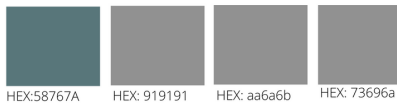
BRAND ME BRAND TAGLINE

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COLOR SCHEME



FONTS

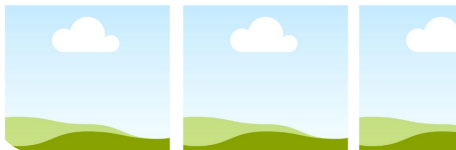
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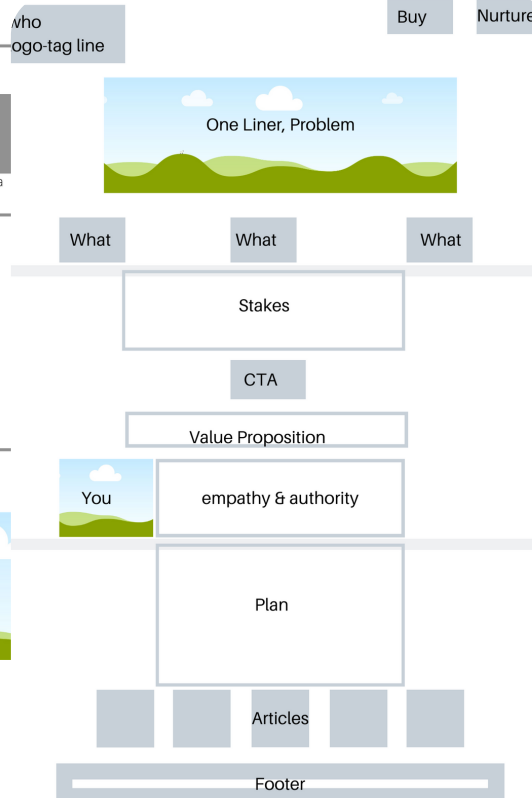
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INSPIRATION



BRAND ME WEB WIREFRAME



All the marketing tools you need for success!



DO YOU HAVE A POWERFUL BRAND?

10 Questions to Ask Yourself...

1

Are you clear on the one thing you and your brand stand for?

Brand Promise

2

Are you clear on who your target or ideal client is?

More specific the faster they come...

3

How does your brand benefit others?

More than feature or advantage, but true benefits

4

Is your path High-Cost High-Quality or Low-Cost High Value?

You can't be both

5

What feelings and emotions do you want others to associate with your brand?

Connection = emotions

6

Do you have a clear, short and simple brand message?

That could be shared in 15 seconds or on a bumper sticker

7

Does your logo express who and what you are and offer?

Too clever is not always transparent

8

Does your brand have a voice?

That is transferable with or without you

9

Do you have a consistency plan in place?

Multiple and many impressions

10

Will your brand be able to manifest itself?

Grow bigger than you

Find out more www.brandmemarketingagency.com

COACHING AND CONSULTING OVERVIEW

Defining your brand is not as easy as it looks, we as business entrepreneurs have a difficult time looking at our own business with a clear perspective, from the outside in and inside out.

The Brand Journey is a guided process.
I am your guide...

DIY



3 Month Program with the option to keep adding 3-month sessions

Includes:

- Brand Me Brand Board
- Brand Me Tag Line Report
- Brand Me Client Avatar Report
- 6 live coaching sessions
- Offline ongoing support via email/text for the 3 months
- ACT Strategy Campaign Coaching
- ACT Campaign Launch

3 Payments of \$997.00

DIWY



Best Option



6 Month minimum Program with the option to extend

Includes:

- **All DIY Support**
- Brand Me Wire Frame Review and Copy
- 12 live coaching sessions
- Offline ongoing support via email/text for the 6 months
- Marketing Plan and Strategy
- Email Funnel development
- Post Creation support
- Website-Landing Page Review and edits

6 Payments of \$1497.00

DIFY



6 Month Program with the option to extend

Includes:

- **All DIY Support**
- **All DIFY Support**
- Customized Strategy, support, and implementation

***Requires Consultation for Quote**

**Prices Subject to Change, Work Expectations and flow will be discussed in Initial Strategy Session. Overview of work flow and projects may increase price including additional apps, platforms, revised or updated websites, CRM's and, advertising campaigns.*



Bonnie Bonadeo, Brand Connection Coach

I have helped 1000's clients as a Brand Coach and Consultant to transform their purpose, build a solid brand that showcases their businesses as value-driven and unique. As a StoryBrand Trained Guide, Emotional Intelligent Coach, and Life Coach. I believe in investing time to uncover your personal and professional brand is the key to a successful business but more importantly how you promote that brand to gain loyal clients and have a profitable business that leads to the life you desire and love. As a 6X International Best Selling Author and Host of SOS Small Biz Success Podcast, guiding clients to success is my #1 priority.

Presented by Bonnie Bonadeo

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CONSULTING PROPOSAL

BRAND PACKAGE



Creating a Strong Digital Identity

Live Sessions to complete the Following

Includes:

- Full Digital Brand Review
- Brand Me Brand Board
- Brand Me Wire Frame Review and Copy
- Brand Me Tag Line Report
- Brand Me Client Avatar Report
- ACT Strategy Campaign Development

Initial Retainer Report Fee
\$3750

MONTHLY SUPPORT



Creating a Consistent Brand Image

6 Month minimum Program with the option to extend

Includes:

- Brand and Marketing Support
- Marketing Plan and Strategy
 - Email campaign support
 - Social Media Posts /ads
 - Copywriting support
 - Website-Landing Page Review & edits
- Other support options may be included and determined

6 Payments of
\$1497

**Prices Subject to Change, Work Expectations and flow will be discussed in Initial; Strategy Session. Overview of work flow and projects may increase price including additional apps, platforms, revised or updated websites, CRM's and, advertising campaigns.*



SIGN ME UP!

Company: _____

Officer Name: _____

Address: _____ City: _____

State: _____ Zip Code: _____

Phone: _____

Signature: _____

Potential Start Date: _____