



FLOURISH & THRIVE
ACADEMY



JEWELRY BRAND MAKEOVER
BLUEPRINT

2018



Hey Brilliant Jewelry Designer!

Thank you for downloading the Jewelry Brand Makeover Blueprint and joining the Jewelry Brand Makeover Bootcamp!

We are so excited to have you join us for a fun-filled 10-day bootcamp (Jan 8th - 16th) designed to whip your business into shape so you can make more, sell more and work less this year.

Community and collaboration over competition is our Motto and that's why you will get the best results and have the best experience if you join the community.

Make sure you join the [Facebook Group right here](#) and once you are in there, make sure you do the following:

1. Tell us your name and where you are from
2. Tell us your Superpower (this is something that you are really good at)
3. Tell us where you need the most help in your business right now?
4. Finally, tell us a fun fact about yourself.

Each of these exercises, with the exception of the Pre-work, corresponds to the video trainings and the Jewelry Brand Makeover Bootcamp.

Do your best to try NOT to work ahead because it might not make sense. :)

During Bootcamp, we'll ask you to share your worksheets so we can give feedback, comment and support the other designers and share freely. We'll also be hosting challenges and giveaways for participation. If you rock it out, you could be the lucky winner of some really awesome stuff!

There's a lot more to chew on in the group so let's dive right in! Start first with the pre-work and post in the [Facebook Group](#).

xo, Tracy & Robin

PREP + THE FIRST STEP: INTENTION SETTING

If you don't know where you are going, you'll end up someplace else. - Yogi Berra

Let's face it, we all have different dreams and desires which means we all have different goals for our business. To start, we'd like you to go through an intention setting exercise to get your juices flowing and help you create the business of your dreams.

Answer the following to the best of your ability!

If you could describe a **perfect day in the life of your jewelry business**, what would it look like? (No Holds barred here, think sales, creation, workflow, personal life, you name it!)

What is the **#1 feeling you want** to experience daily in your business?



If you could accomplish one thing by the end of the year, your biggest goal, what would that be?

Now it's time to set your intention! What's your intention for the training?
(ie. "To play full out and elevate my branding" or "to be open to learning something new" or "complete all homework")



BLUEPRINT #1: GETTING CLEAR ON YOUR 3 PILLARS THAT SUPPORT YOUR BRAND'S BRILLIANT FOUNDATION

Watch the “Getting Clear on Your 3 Pillars that Support Your Brand’s Brilliant Foundation” video in the Jewelry Brand Makeover Bootcamp and then fill in the blanks!

_____ about who you are as a brand, so you don’t just create stunning jewelry -- you create consistent, compelling experiences people desire, and want to be a part of.

Because when a buyer desires what you’re selling they don’t just want to make a purchase:



They want to



They want to stick around, keep buying from you, and watch you



They want to celebrate everything you create, and

_____ what you’re doing with their friends

PILLAR #1:

Knowing your _____, a.k.a. your dream client, can help you find a focus for your branding, and really connect with your perfect buyer.

What common mistake do many designers and makers make that causes them to wonder: “Why do I get so many compliments on my jewelry... but have so few buyers?”

In the box below, describe the qualities of your dream client:



PILLAR #2:

Why is uncovering your WHAT the crux of turning yourself into an infinitely buyable, shareable brand for your perfect people?

PILLAR #3:

Clarity around your _____ will help you create a _____ that your _____ clients resonate and engage with - because they understand your reason for creating it.

How do your intentions connect with your reasons for designing jewelry in the first place? Or do they? Examining those connections is the first step in setting fulfilling goals for both your life and your business.

These 3 pillars trickle into every aspect of your communication, from your brand story, to your collection development, marketing and sales.



What does success mean to you?

Define your WHO. Example: Women who love personal, collectible jewelry that makes them feel inspired, unique and beautiful. They consider themselves eclectic and those with a personal fashion sense of their own. They love to layer their pieces and tend to wear my jewelry with their other favorite pieces in their jewelry box.

Define your WHAT. Example: Delicate, personal, pieces with an eclectic edge; inspired by nature, vintage glamour, and luxurious textures and colors, for original women who adore standing out from the crowd.



Define your WHY. Example: To create jewelry that has meaning for my customers and becomes a part of their personal story - as a moment of celebration, and remembrance. or a moment of celebration or remembrance in their lives. It's also to create more freedom in my own life.

Create your cocktail line. Example: "I design delicate, collectable pieces with an eclectic edge for stylish women who treasure memorable, original designs over a little blue box."

*"The clearer I am about my brand and business,
the more desire my brand creates."*

Share your answers in the [Jewelry Brand Makeover Bootcamp Facebook Group!](#)



BLUEPRINT #2: REMODEL YOUR MINDSET FOR SUCCESS

Watch the “Remodel Your Mindset for Success” video in the Jewelry Brand Makeover Bootcamp and then fill in the blanks!

Being stuck in a _____ can hold you back from taking the crucial action steps that will help you grow the business of your dreams.

How is a _____ showing up in your work and life?
There is no shame in this exercise.

Take 10 minutes, set a timer, and write out your biggest mindset blocks.



How to Flip Your Mindset Blocks

-  Feel like you don't have enough time? Flip it: Take it as a chance to study and re-focus where you are spending most of your energy
-  Aren't selling enough in your business to make it feel worthwhile? Flip it: Focus on what's working, instead of your money challenges. Celebrating those wins can change everything.
-  Feel like you're hitting a plateau because you're not finding the right clients? Flip it: Start finding out where your existing customers hang out, and test, test, test.
-  Scared of making the sales sales? Flip it: Focus on being of service and sharing what you do instead.

Take 10 minutes, set a timer, and write out your biggest challenges. Then take a moment to flip it and turn that into a mantra or affirmation.

Biggest Challenge #1

Reframe #1



Mantra or Affirmation #1

Biggest Challenge #2

Mantra or Affirmation #2

Biggest Challenge #3



Reframe #3

Mantra or Affirmation #3

Once you've written out your mantras, share what you create in the [Facebook group](#)! Make sure you read what others are posting in the group, too! You never know when you might stumble upon a phrase that completely cracks open the mindset block that's holding you back.



BLUEPRINT #3: THE BRAND BLUEPRINT OF WILDLY SUCCESSFUL JEWELRY DESIGNERS

Watch the “Brand Blueprint of Wildly Successful Jewelry Designers” video in the Jewelry Brand Makeover Bootcamp and then fill in the blanks!

CREATING DESIRE

“What about your brand is creating desire RIGHT NOW?”

This could include:

-  Your core brand statement - the 3 Pillars you created in video 1
-  Who your dream clients are, and how you're attracting them
-  What makes your signature style special
-  What makes your creation process unique
-  And whatever else comes to mind

If you're not sure where to begin, you should also consider any testimonials you've received from your clients. What drew THEM to your work?



SHARING DESIRE

In this portion, I want you to think about your brand's current marketing and PR efforts, and some tweaks you could make right now that can get you shared on a grander scale.

You could...

-  Create a contest where you'll give away a piece of jewelry to 1 lucky winner who shares an image of your jewelry on their social media platforms
-  Make a pact to connect with 1 influencer a week, and stick to it!
-  Go for the ASK and submit your designs for blogger reviews or pitch a magazine editor

Write down your ideas now!

BUILD YOUR DESIRE JOURNEY

What would your DREAM clients and brand advocates love to know about your brand's journey? What can you share with them RIGHT NOW that will get them hooked, and wanting to know more.

This might include sharing a story on Facebook that's tied to your core values, or reviewing the way you communicate with and emotionally connect to your clients, or showing off some behind-the-scenes photos of your creation process, or revealing the story behind WHY you started a jewelry business.



Write down your ideas in the box provided!

CREATING YOUR LONG - TERM BRAND BLUEPRINT

Now it's time to bring it all together. What steps will you take that combines Creating Desire, Sharing Desire, and Building Your Desire Journey to create a long-term growth for your brand?

This isn't in the video so it's up to you to think hard and get creative. This might include things like creating a customer loyalty program, upgrading the overall experience of buying your jewelry, or planning follow-up systems to stay in contact with your clients and building a relationship with them.

Write down your ideas in the box provided!

Share your answers in the [Facebook Group!](#)



WHAT ARE YOUR NEXT STEPS?

TAKE ACTION!

This is the most important advice we can possibly give you. Because all the knowledge and planning in the world can't change anything if you don't act on it.

Look back at the notes you've taken in this workbook and start creating specific action steps for implementing your new strategies into your business -- and put them on your calendar to keep yourself accountable!

If you're eager for more jewelry biz knowledge...

Keep your eyes peeled in... we have a MasterClass to announce soon after the final video is released in the Bootcamp.

Also, by now there are thousands of posts inside of the Bootcamp that are bursting with gold nuggets! It's a good idea to scroll through and save any posts that might be useful for your brand (and maybe even try out the search function!).

If you need further support...

Ask your questions in the [Facebook Group!](#) We are all in this together... you don't have to go through this alone! So if you're still stuck on something, be bold and open up to the community!

I promise you won't regret it ;)

xo, Tracy & Robin

