



DON'T FEAR TOMORROW

BRANDS MEANS BUSINESS

WORK COLLABORATIVELY TO DEVELOP YOUR PERSONAL BRANDING AND MARKETING, WHILE LEARNING, HANDS ON DEVELOPING YOUR REAL AND TANGIBLE BRAND.

IT'S A DEMOCRACY, NOT A DICTATORSHIP

WE DON'T TELL YOU WHAT TO DO, WE WORK WITH YOU, collaboratively. You develop your personal branding and marketing, while learning, hands on developing your real and tangible brand. It's not a classroom assignment, it's not a "what if..." or "let's pretend" scenario. This couldn't be successful if it wasn't collaborative.

WE'RE FOCUSE ON YOU IN GETTING JOBS... the jobs you deserve.

YOU'RE AN AMAZING ARTIST AND DESIGNER, but you feel like you never get the work you deserve. You're more than likely under-selling yourself and your services. In developing your personal brand we help you develope the confidence in you, you need.

WE CAN HELP!

OVERVIEW

- * Weekly Skype Sessions
- * Skill Drill To Help With Skill Development
- * Weekly Assingments
- * Feedback, Critique and Assistance
- * Downloadable Content
 - * Comprehensive Handouts
 - * Process Files, Templates
 - * Video Tutorials

\$ **300**

BILLED IN (03)
INSTALLMENTS

DELIVERABLES

Customized Portfolio
(print and digital versions)

Business Cards
(designed and executed)

Marketing Materials
(designed and executed)

Logo and Brand Identity

Branding & Marketing Strategy

Social Media Marketing Plan

30 Second Networking Commerical

Consumer Personas

SUPPORT VIA:

- * Skype
- * Email
- * Text
- * SMS

IT'S ALL ABOUT YOU....

WE AREN'T TRYING TO TELL YOU HOW TO RUN YOUR BUSINESS, We work with you to really help you discover everything unique about you, then teach you how to express those ideas to clients. In a way that sticks. In a way that makes sense to them...

WE'RE THERE TO HELP YOU, SUPPORT YOU. We want you to be a success. You will be speaking to other designers, who know your language, who can talk to your terms, but who can teach you how to express those complex ideas for people who weren't lucky enough to have gone to design school...we teach you how to cultivate and and mentor clients so you become an invaluable resource.

CONTENT TOPICS

WHAT'S YOUR BRAND?

Who are you as an artist and designer? What's unique and special about you...

AUDIENCES | PERSONAS

We want a constant flow of clients, but the right client...

WHAT IS A PORTFOLIO?

Understanding what you need to get where you're going...

LOGO DESIGN BASICS

Get the logo you want, right, the first time...you're going to have to live it for awhile..make it right...

THE ART OF SELF PROMOTION - NETWORKING

As hard as it is to promote yourself on-line, it's even harder in person...or is it?

PRESENTATION SKILLS

You've got great ideas, but if you don't present them to clients properly, you'll only get frustration in return...

FINDING AND WORKING WITH CLIENTS

How do you find the right clients for you? How do you work with them, it needs to a be very fast learning curve

IT'S ALWAYS ABOUT THE CONSUMER!

Most desingers make the mistake of thinking it's about them, it's not...learn to put the customer first ..

SEE ALL THE TOPICS COVERED ON LINE AT:
PORTFOLIO.SOCONA.US

STUDENT EMPLOYERS

WE AREN'T TRYING TO TELL YOU HOW TO RUN YOUR BUSINESS, We work with you to really help you discover everything unique about you, then teach you how to express those ideas to clients. In a way that sticks. In a way that makes sense to them...

Arbonne Skin Care

Bartco Lighting

Boot Barn

Design Office

Empire Today

Epson America Inc.

EW Packaging

Fountain Valley Community Foundation

Kirkwood Education

March Of Dimes

New Media NW

Original Parts Group

Poppie Advertising Design

Qaulcomm

Quicksilver

Sauvectio

Scuba.com

Taller San Jose

VQ Orthorcare

FOR THE FULL LIST VISIT US ON LINE AT:
PORTFOLIO.SOCONA.US