



STRATEGY POWER HOUR

WITH CANDICE JONES

Brand Strategy: Embellished by C. Marie

Project Goals:

1. Validate & Professionalize Embellished by C. Marie with an effective brand & website to attract high paying clients
2. Properly position Embellished by C. Marie within the market

North Star: Master Plan & Legacy

Mission Statement Options:

- To ignite creativity, celebrate love, and curate unforgettable moments
- **To infuse heart and creativity into every moment**
- To craft magical moments & cherished memories
- ***Bringing magic to moments that matter***

Vision Statement Options:

- To continually innovate and set new standards in creativity, professionalism, and heartfelt connections, making every moment a cherished memory
- **To be a beacon of creativity and excellence, crafting experiences that inspire, connect, and celebrate life's most precious moments**

Values

Celebration and Connection:

You desire to make people feel loved, celebrated, and included is a central value. You're dedicated to forging emotional connections.

Creativity and Innovation:

You're driven by your innate creativity. This core value is at the heart of your business, guiding you to create unique and imaginative experiences for your clients.

Memorable Experiences:

Creating memorable moments is a central value. You aim to provide your clients with unforgettable experiences that leave a lasting impact.

Professionalism and Excellence:

While maintaining a relatable and friendly persona, You value professionalism and strives for excellence in all aspects of your business & life. You aim to be known for delivering top-quality.

Continuous Growth and Learning:

You acknowledge the value of ongoing growth and learning. You seek to overcome challenges, address imposter syndrome, and continually improve your skills and business.

Boundaries and Self-Value:

Recognizing the importance of boundaries and self-worth, you're committed to establishing clear expectations and respecting your own expertise and time. Needs to be established.

Incorporate Swanky Rag : bougie plus fiscally responsible/ looking for the best pathway to save money

Expertise

Creative Visionary

Multi-Talented Craftswoman

Professional

Trend Expert

One-Stop Solutions (from concept to execution)

Position

One-Stop Creative Powerhouse:

Your ability to not only conceptualize event visions but also craft and execute them herself makes her a true one-stop-shop.

Passion for Emotional Connection:

Your genuine passion for creating emotional connections and celebrating life's moments sets you apart. It's more than a transaction

Continuous Trendsetting:

Your commitment to staying up-to-date with the latest trends in home decor and event design ensures that you work is always fresh, modern, and appealing to clients.

Audience:

Middle to high income women: Professionals, working mothers, homemakers

has a a strong desire to create memorable, stress-free celebrations

seeks expert event planning services and values reviews and recommendations from her social circle

willing to invest in tailored experiences to make lasting memories

Limited creativity or DIY skills and lacks time to plan and execute events

****Fears missing out on important moments and values photography and documentation of events****

Value

Stress-Free Planning & Peace of Mind

Time-Savings w/o Regret

Professional Personalized Touch & Experience

Event & Creative Expertise

Lasting Memories & Photogenic Moments

Your Positioning Statements:

HOLIDAY:

"I help holiday lovers turn their homes into winter wonderlands, so that their family traditions can sparkle ” *chic, elevated, modern, warm cozy, elegant vibes --> something less traditional*

EVERGREEN:

“I help spirited souls unlock the magic of celebrations, ensuring no cherished moment slips through the cracks.”



Potential Holiday Service Offerings

Tier	Package	Details	Launch Pricing	Pricing
Done For You	Christmas Tree Enchantment	Transform your Christmas tree into a dazzling centerpiece. Candice will work her magic to create a stunning tree that will leave you and your loved ones in awe. Includes: • Full decor sourcing and design of one Christmas tree, including ornaments, lights, and tree topper. • Theme customization based on your preferences (e.g., traditional, modern, rustic). • Tree sourcing assistance if needed (additional fee for the tree itself).	starts at: \$550	starts at: \$750
Done For You	Festive Room Makeover	Elevate the holiday spirit in a specific room of your home. Candice will transform the room into a winter wonderland that's perfect for gatherings and celebrations. Includes: • Design for one room (e.g., living room, dining room) with a holiday theme of your choice. • Customized decor sourcing, including wreaths, garlands, table centerpieces, and more. • Festive lighting to create a warm and cozy ambiance.	starts at: \$1,075	starts at: \$1,275
Done For You	Full Home Holiday Extravaganza	Experience the magic of the holidays throughout your entire home. Candice will bring the holiday spirit to every corner, making your home a festive paradise. Includes: • Full holiday decor for 5 spaces in your home, including outdoor areas. • Customized themes for each space to create a cohesive and magical atmosphere. • Installation of lights, wreaths, garlands, ornaments, and more.	starts at: \$5,375	starts at: \$6,375

Potential Evergreen Service Offerings

Tier	Package	Details	Potential Pricing
Done For You	Home Harmony Makeover	For those seeking to transform their living space into a haven of style and comfort. Includes: • Full interior design consultation • Customized room decor and layout planning • Selection of furniture, furnishings, and decor • Project management and coordination • Access to Candice's design insights and trends • Follow-up design review to ensure satisfaction	starts at: (hourly rate x est .hours) + cost
Done For You	Life's Milestone Celebration	For individuals commemorating special life events, from birthdays to anniversaries. Includes: • Event planning and coordination for milestone celebrations • Personalized event concept and design • Venue selection and setup • Coordination with vendors and suppliers • Execution of the event on the day • Post-event evaluation and feedback session	starts at: (hourly rate x est .hours) + cost
Done With You	Creative Crafting Retreat	For craft enthusiasts seeking a creative escape and hands-on experience. Includes: • Weekend / night / day crafting retreat at a scenic location • All crafting materials and tools provided • Guided crafting workshops with Candice • Creative brainstorming and idea sharing • Relaxation and bonding with fellow crafters • Culinary delights and cozy accommodations	starts at: (hourly rate x est .hours) + cost

Client Journey Exercise

1: INITIAL INQUIRY

Potential client formally expresses interest by submitting discovery **form on website**.

**This is called a "Lead"*

2: DISCOVERY CONSULT

A call is **scheduled**. Candice and potential client meet & greet, and get into the high level details of the project needs.

3: PROPOSAL

Based on the discovery call, and if Candice deems it to be a good fit, she **prepares a proposal** outlining her recommended services, along with a pricing estimate. The proposal may include options and packages to choose from.

4: CONTRACT & PAYMENT

Once the client accepts the proposal, they sign a **service agreement** that outlines the terms and conditions of the engagement.

A **50% deposit** is required upon signing

4: PLANNING & DESIGN

Candice and the client work closely during this phase to plan and design the event or project. She **may provide** mood boards, sketches, or visual representations of the proposed designs

5: EXECUTION & IMPLEMENTATION

Candice takes charge of executing the project. For events, she manages all aspects of events & creative, from coordinating vendors to overseeing setup and decor placement.

6: POST-EVENT OR PROJECT EVALUATION

After the event or project is completed, Candice conducts a post-event or post-project evaluation. She **seeks feedback** from the client to gauge their satisfaction and gather insights for improvement.

7: ONGOING RELATIONSHIP

She maintains an ongoing relationship with clients, **keeping them updated** on trends, new offerings, and creative ideas.

Generating Leads with a Freebie:

To prepare for your launch, we'll need to start generating some buzz and start building your email list!

PRE LAUNCH PHASE

1. **Content Creation:**

- Develop a Freebie Lead magnet:
- **Idea:** "Holiday Decor Inspiration Guide" with visually appealing content, including high-quality images of holiday decor, DIY projects, and styling tips.

2. **Landing Page Setup:**

- Create a dedicated landing page on Candice's website where visitors can sign up to receive the guide. Include a compelling headline, attractive visuals, and a sign-up form.

3. **Email List Preparation:**

- Ensure Candice's email list is organized and segmented, allowing for targeted email marketing.

LAUNCH PHASE

1. **Social Media Teasers:**

- Start teasing the upcoming guide on social media platforms with sneak peeks, behind-the-scenes content, and countdown posts.

2. **Official Launch Announcement:**

- Make a formal announcement of the launch: business and "Holiday Decor Inspiration Guide" on all digital platforms, emphasizing its value and the benefits of signing up.

3. **Social Media Marketing Campaign:**

- Send out a series of Social media posts, offering the guide as a free resource in exchange for their email addresses.

4. **Webinars or Workshops:**

- Host webinars or online workshops related to holiday decor, highlighting the guide as a valuable companion resource.

Web Strategy

Scope: 1 to 3 page scrolling website

