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FROM THE JEFAS AT
POSH PALMA STYLES

A Guide for your Brand Launch

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Jefa

➔ DEFINE YOUR WHY

- What are those key indicators that ignite within you?
 - What is your purpose?
 - Does this bring out the inner child in you? In terms of happiness?
 - Hold this near and dear to your heart!
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➔ RESEARCH

- Your client
 - Your industry
 - What differentiates you from your competitors?
 - What do you want to be known for?
 - Business Plan
 - Identify the pillars of your business
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➔ BE INTENTIONAL

- Setup time to accomplish one goal at a time
 - Even the smallest ones COUNT
 - Make a list of your network
 - Don't fear to reach out to your tribe
 - Stay positive and hold yourself accountable!
 - Stay strong, this will happen, we might not know exactly how, when or where but we must trust the process.
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➔ STRATEGIZE/MARKET

- Consider your aesthetics, image, look and feel for all things marketing
- Which marketing tools work best for your industry?
- What social media channels target your customer at its best capacity?
- Be transparent and human; your audience loves to connect with you at all levels, professionally and personally- allow them in!



YOU GOT THIS!

Resources/Tools that have been helpful to our successful LAUNCH:

- All things Finances- @thefinancialdiplomat
- All things Accounting- montesino.co@gmail.com
- All things Photography- @jefabehindthelens
- All things Marketing- @raicesmedia
- All things Fashion/Styling- @poshpalmxgelly
- Your FAV Shop- @poshpalmastyles

Add our fav tools and platforms:

- Shopify
- Canva
- Preview
- Adobe Illustrator
- Sticker Mule



STAY IN TOUCH



POSHPALMASTYLES

**Unite yourself with crazy ass people just like US
- It will uplift, empower and push you to your higher
purpose!**