



UNFORGETTABLE JEWELRY BRAND BLUEPRINT

WELCOME TO THE UNFORGETTABLE JEWELRY BRAND BLUEPRINT

Thank you so much for joining us! Our Blueprint is designed to help you create an Unforgettable Jewelry Brand to attract the right clients, double your sales and work less this year.

Please use this blueprint in conjunction with our How to Create an Unforgettable Brand Masterclass.

We'll be walking you through the blueprint live but we want to ask you to brainstorm a bit before we get started.

If you were to think of qualities or traits of unforgettable, iconic jewelry brands, what are 5-10 words that you would use to describe them?

Write down at least 5 things that are unique about your jewelry brand!

Narrow those 5 things down to just 1 thing that is unique about your jewelry brand.

More on this in the Masterclass! We are excited for you!

xo, Tracy & Robin

THE HUGE BRANDING MISTAKE YOU MAY HAVE ALREADY MADE (AND HOW TO FIX IT)

The **positioning** advertising term that relates to how brands differentiate their products within a niche or field. It is often related to quality, materials, pricing, etc. it can also include proprietary techniques, materials, your process or whatever.

This strategy is insufficient to build an unforgettable brand because:

Additional Notes:

THE 3 KEY ELEMENTS OF AN UNFORGETTABLE JEWELRY BRAND

The philosophy of an Unforgettable Jewelry Brand ties into your .

Your is the defining factor that positions your jewelry as more desirable than your competitors. It incorporates not just the materials and design but also the emotional reasons people buy.

This includes:

Your DSP is broken down into 3 Elements:

1:

2:

3:

Additional Notes:

Element #1: Creating Desire

Fill in the blanks and brainstorm ways develop, improve, integrate each element in your brand.

*design POV or what you are known for

*materials, concepts, design techniques

*who will become your brand advocates

*the principles of cohesive design and merchandising

*for your jewelry brand

*this includes everything you use to market and sell your jewelry

*this is how you are communicating, showing up in the jewelry space and attracting advocates

Creating Desire Notes:

Element #2: Sharing Desire

Now what if you approached your sales strategy from a different angle by being useful, helpful or of service for your customers? Instead of giving sales pitches you will be having intimate conversations with your prospects and customers and encouraging them to pass the word about your brand forward.

The _____ is a new approach to sales which is the foundation of sharing desire for your brand and when done right helps you attract crazy sales from sharing, referrals and repeat customers.

The DSP then becomes the foundation of all of the _____, _____ and _____ efforts in your business.

Notes on Sales:

Notes on Marketing:

Notes on PR:

Element #3: The Desire Journey

What is the ultimate goal of the DSP?

Create a scenario in which you imagine connecting with your DREAM client and taking them on your Desire Journey. Be as specific as possible.

Notes on the Desire Journey:

WHAT TO DO NOW TO GET PEOPLE TALKING ABOUT YOUR UNFORGETTABLE BRAND

At the end of the day, we want you to take action to create an unforgettable jewelry brand!

Brainstorm more ideas to take a few simple steps to creating an unforgettable brand today! Use the list we've given you or make up your own.

Favorites from the F&TA list:

Your Ideas:

List one idea you will take action on:

To get the most out of this blueprint, show up live to the masterclass!

xo, Tracy & Robin