



# BRIDAL BEAUTY BUSINESS BOOTCAMP

## Course #3 Workbook Creating An Effective Brand



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# RESOURCES



## BUSINESS NAME

### Setting Up a Fictitious Business Name

<https://www.businessnewsdaily.com/48-doing-business-as-how-to-register-a-dba-name.html>

<https://www.legalzoom.com/sem/biz/dba.html>

### Business Name Generators

<https://www.wix.com/tools/business-name-generator>

<https://www.oberlo.com/tools/business-name-generator>

## BUSINESS BRAND COLORS

<https://coolors.co/>

<https://www.canva.com/colors/color-palette-generator/>

## FONT GENERATOR

<https://www.font-generator.com/>

## LOGOS

### Logo Makers

<https://www.canva.com/create/logos/>

<https://www.fiverr.com/logo-maker>

## BRAND IDEAS PINTEREST BOARD

<https://www.pinterest.com/haircomesbride/beauty-brand-ideas/>

## PHOTOGRAPHERS & MODELS FOR STYLED SHOOTS

<https://www.modelmayhem.com/>

## Features and Benefits



List the features of all of your products and services. Each product and service may have several different features.

What is the benefit of each feature? Why does it matter?

Product/Service	Feature	Benefit	Why does it matter?
Examples:			
Hair Products	Environmental Friendly	Safer	Good for your health and helps the environment.
Hair & Makeup	Team of Stylists	Handle Large Parties	Less getting ready time which means less stress & more fun.
Hair & Makeup	On Location	Convenience	No travel time which means less stress and more fun.

# Emotions



**Fear** EXAMPLE: Afraid I won't look like myself. | We do a complete style consultation to assess your personal style.

**Vanity**

**Acceptance**

**Pleasure**

**Peace of Mind**

**Health**

# Marketing Message Prompts

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List the adjectives that best describe your specific style of hair & makeup?

List the adjectives that best describe your ideal client.

How do you want your clients to feel?

What are your ideal client's very specific needs & wants and how can you specifically meet them?

What are your ideal client's very specific problems that you can solve & how can you specifically solve them?

# Crafting Your Marketing Message

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Using the answers and adjectives above as well as your benefits and emotions worksheet , start brainstorming ways that you can communicate to your ideal client who you are and what you have to offer that meets her specific needs.

Make sure that your communication is "bride focused" using "You" instead of "I" or "We" as much as pos

## Additional Notes

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