

BOUTIQUE BUILDER™

bootcamp

DAY 1- Creating a Strong Vision for your Brand

Get clear on what kind of boutique you want.

What experience do you want your customers to have when they visit your shop?

What brand would you like your store to mirror? Nordstrom, Target or Walmart?

Why?

How will you serve your customer?

What pain points does your customer have?

1.

2.

3.

How will you solve those problems for them?

1.

2.

3.

Why would someone choose to shop with you, rather than someone else?

Pinterest Homework.

Create a board on Pinterest with inspiration for your future brand.

Your new Pinterest board should be full of images that resonate with the brand you're trying to create.

Pin clothing styles that speak to you, fonts that are appealing and images that capture the ambiance you want for your store!

When you're done, head to the group and share the screen shot in the comments for the chance to win a scholarship to our Boutique Builder 7 week intensive bootcamp!

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DAY 2- How to Build a Fan Base

**Before you build a fan base, you need to be clear about who you're trying to reach!
Let's start by building our perfect customer! There are no right or wrong answers, you can
make all the decisions here.**

Name:

Occupation:

Sex:

Age:

Marital Status:

Kids? How many?

Favorite colors:

Favorite quotes:

Size:

Height:

What styles do they wear everyday?

What do they wear when they're with friends?

What do they wear on special occasions?

Comfort over style or style over comfort?

Who do they remind you of in your personal life?

What are their goals?

Favorite books?

Favorite shows?

Favorite drink?

Who are their favorite people to follow on social media?

What do they pin on Pinterest?

Any other details you want to add? Be specific!

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Day 3 - Five Ways to Set Up Your Boutique

Your business, your rules! Let's get serious about the dream and come up with a plan for a business that works with your life and talents.

Answer these questions, snap a pic and share it in Day 3's comments for a chance to win a scholarship to our 7 week program, Boutique Builder Bootcamp.

How much space do you have for inventory?

How much are you willing to invest?

How much time do you want to commit to your business daily?

What income goals do you have for your business?

Are you going to be the face of your business?

Do you feel comfortable doing live sales on social media?

Would you be willing to try in-person vendor events?

Are you interested in building a brand or would you rather remain nameless and sell products on another site?

Do you want to ship your own products?

Are you good with creating graphics?

Are you willing to get out of your comfort zone to make this dream a reality?

What talents do you have that you feel would make you a great business owner?

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DAY 4 - S.M.A.R.T Goals

A DREAM written down with a date is GOAL. A goal broken down into bite-size actionable steps becomes a PLAN. A plan backed by ACTION makes your dream come true!

S- What are your SPECIFIC goals?

M- How will they be MEASURABLE?

A- Are your goals ATTAINABLE? Do you have a plan of action?

R- Are you willing to REVISE your plan/goal to make the dream a reality?

T- What's your TIMELINE for making this dream come true?