



*Jill Manson*  
FLOWER JOURNEYS  
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# PERSONAL BRANDING AND MARKETING

ONLINE COURSE WITH JILL MANSON





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## COURSE OVERVIEW

What does it take to create a brand in the industry of floristry/floral design that stands out from the millions of other floral-designer and florist-shops and brands out there? This course is designed for you if you are currently positioned as a floral-entrepreneur faced with the task of launching yourself or reinventing your current brand and need tools for personal evolution from who or what you currently are, into who it is you wish to be.

This course will assist you in facilitating a business vision and mission that is uniquely authentic and powerfully connected to your truth. This is the most optimal place to position your brand and business at to ensure your own success. Whether you are already in a floristry business or starting one and lack courage and or self-confidence, strategy and plan for the future, this course will ensure that you establish yourself as a brand that is authentic, leading edge and resonates wholly with you are.

Then, get valuable practical know-how and idea on how to drive sales, create and maintain a momentum in your business to keep the orders coming in, build brand loyalty and confidence and increase your following and client base.

It is Jill's passion to empower people and facilitate their transition into self-employment. She does this by nurturing a future in the floral industry for those with the required set of personal skills and attributes. The competition in the arena of floristry and floral design is immense. As such, Jill is committed to providing you with the best training and guidance. Her highest priority is to ensure that you start a flower business which stands above the pack. She does this by coaching and encouraging you to become who you are in flowers. Plus she gives you the set of practical skills and tools that most business start-ups do not have.

## ONLINE COURSE OUTLINE

DATE	TIME	CONTENT
Wed 16 Nov 2022	6pm – 7h30pm	<p><b>Orientation</b></p> <p>After having finished the business course, you have an idea of your values and what it takes to run a florist business in a broad perspective.</p> <p>You also have an idea of what the name of your business could be or will be and now we need to start the journey of concluding the brand identity and starting to give you the keys for launching yourself and starting to market and sell what your business currently is or will offer in the future.</p> <p>In this orientation session we will prepare for the start of this journey together.</p> <p><b>Homework Assignment</b></p> <p>Negative conditions into positive opposites. Continued energetic association exercises as practised in the module.</p>

Wed 23 Nov 2022	6pm – 7h30pm	<p><b>MODULE 2:</b>  <b>BRAND IDENTITY 1: Unique Selling Proposition</b>          What is your unique selling proposition - this is your 30 second elevator-speech?          Know and understand the WHY of your business and WHAT and merge the two into a powerful strap line and service offering that the consumer feels and understands and that you can say with utmost conviction and belief.          Start to fine tune your brand name and its identity.</p> <p><b>Homework Assignment:</b>          Create a vision board for your business</p>
Wed 30 Nov 2022	6pm – 7h30pm	<p><b>MODULE 3:</b>  <b>BRAND IDENTITY 2</b>          Begin/Finalise the design of your corporate identity.          Finalise logo generation and creation based on the outcomes and discoveries you make in Modules 1 and 2</p> <p><b>Homework Assignment:</b>          Write a creative brief for your ad agency/graphic designer for the creation by them of your artwork/logo/brand identity.</p>
Wed 7 Dec 2022	6pm – 7h30pm	<p><b>MODULE 4:</b>  <b>WEBSITE DEVELOPMENT</b>          What do you need to start your website development process?          Establish the layout plan for your website what pages your site will include for the early launch of the business.          Copy and content creation for these pages aligned to the brand identity and ethos</p> <p><b>Homework Assignment:</b>          Complete the assignment from Jill relevant to the module and for the start of website generation</p>
Thur 8 Dec	6pm – 7h30	<p><b>MODULE 5:</b>  <b>Marketing and sales strategy</b>          Where to from here?          How to establish a three- month sales and marketing plan for the brand and the launch or re-launch of your business to the market.          Ideas and tips for sales and marketing for florists</p> <p><b>Homework Assignment:</b>          Goal sheets and plan</p>

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Mon 12 Dec 2022

6pm – 7h30pm

**MODULE 6:**

**Marketing and sales strategy 2**

Ideas and tips for sales and marketing for florists  
Social media calendar creation for the business

***Homework Assignment:***

Social media calendar

Tues 13 Dec 2022

6pm – 7h30pm

**CONCLUSION**

**Visualisation for success**

Changing the neural pathways that keep you stuck in fear and negative self-worth are hinderances that have to be changed in order for you to be able to step into your brand and stand in it with absolutely integrity and authenticity.

Courage and positivity are vital aspects of the process of stepping into your personal brand or business brand.

- Complete two processes that will be tools that you can use every day for personal excellence and to generate momentum in and for your business growth. IF you don't change the energy you don't change the issue

Assignments issued to every delegate will be compulsory and you will need to submit your homework assignments via email to Jill before the start of the following module.

## **COST & BOOKING PROCESS**

R9500 per person inclusive

A 50% deposit must be paid at the time of booking. The balance of the payment must be paid five business days prior to the start of the course. To book on our Online Business Course take the following steps:

- Email your confirmation of wishing to attend to both [info@jillmanson.co.za](mailto:info@jillmanson.co.za) and [beemanson13@gmail.com](mailto:beemanson13@gmail.com)
- Upon receipt of your email an invoice will be generated and 50% deposit is required to reserve a seat on the class. The balance will be due 5 days prior to the class commencement date.