



# HoneyMAP



# Business Model

## Templates

- Brand & Marketing Foundations
  - Required starter kit that goes through the full HoneyMAP process in establishing a brand and marketing strategy. Once you have a brand and marketing strategy, you can purchase the necessary specifics as add-ons.
- Marketing Specifics
  - Personal Branding
  - Website
  - SEO
  - PR
    - Speaking
    - Podcasting
    - Media Pitching
  - Events
  - Content
    - Email
    - Social Media
  - Advertising

## Workshops

How to Nail Your Elevator Pitch

Think Like A C-Sweet

Get Real

Time to Love

What Even Is a Brand

Workshops will be offered quarterly. Templates sold online. For 2021, templates and workshops will be a hybrid of DIY and personalized consultation with Sarah. By 2022, this will be digitized and audience independent.



# Messaging Themes

- Don't pay your brand agency to bully you
- Know where you're going to get there faster
- Your brand isn't created- it's articulated
- Don't waste time/money
- Connect your core values to your core audience
- Match your implicit and explicit messaging
- Don't play telephone
- You are your brand
- You have a brand- if you aren't defining it, your audience is
- Marketing shouldn't be a guess
- Start here. Then keep going.
- The connection between your mission, your business, your marketing, and your sales, is you.

## You don't need someone else to tell you who you are.

Your HoneyMAP starts with the heart of the brand—YOU. Rather than creating a brand and telling you who you are, each HoneyMAP asks the right questions so that you can be who you are in a way that your audience can clearly understand. We believe:

1 You should own your brand. Partner professionals can help you articulate your story, but should not make one up for you.

2 Good business starts with good business leadership. Growth should start from the inside.

3 Good marketing is about making sure people know that you have the solution to their problem, not trying to sell them a solution to a problem they don't actually have.

4 Success is achieved by the yardstick in which it is measured. Know the metrics that matter.

5 Anything worth doing is worth doing right.

6 Before investing any time, money, or energy, a strategy should be put into place.

7 Growth is a combination of organic authenticity and creative, on-point, messaging.

8 Good ideas should grow. You matter. What you are building matters. Do it in the best way that only you can.



# Audience

## *The Solopreneur Primed with Passion*

The solopreneur is wearing all the hats. They may be running a lucrative hobby, or looking to scale into a real business. Their business is completely theirs, and they need some education and support to bring their mission and vision to fruition. They are really great at what they do, but often get bogged down by the business aspect. They may have invested in coaches, agencies, or workshops in the past, and are frustrated that they aren't where they want to be. They desperately need business support, but either can't afford the help they need, or don't currently perceive the value. Most likely, this solopreneur has more than a few years of experience in business and recognizes the value that a roadmap holds. This solopreneur is ready to get serious. This client is likely to only use templates.

## *The CEO on a Mission*

This CEO is on a mission to create a brand worth sticking around for. While similar to the solopreneur in wearing all the hats, this CEO is ready to bring in additional support, and is more serious about scaling their business. This CEO is likely to hire Sarah for personal consultation.

## *The Startup Seeker*

The startup seeker is a team of individuals starting up a company and looking to get started with a solid foundation. They are likely looking to hire a brand agency, and HoneyMAP is a great resource for them to get started as a team so that they don't waste time and money trying to translate their vision. This team is committed to their mission, and understands the importance of doing things right. This client is likely to hire Sarah for personal consultation.

## *The Small Biz Scaler*

This is a small business looking to take a pulse check. They've likely grown and evolved since launch, and they need a way to brand audit and get everyone on the same page. They may be using HoneyMAP to audit and provide consistent messaging to their team, or they are looking to scale into the mid-size sector. This client is likely to hire Sarah for personal consultation.

## *The Public Facing Phenom*

This person is operating as a business. They are likely a speaker, author, or thought leader in their industry, and they are looking for help in establishing a personal brand, how to gain brand awareness, and how to set brand boundaries.



# Visual Identity



pantone 7548u  
cmyk 020990  
hex #ffc908



pantone 7413u  
cmyk 856730  
hex #e48757



pantone 2767u  
cmyk 74694126  
hex #4b4b62



pantone black 6u  
cmyk 67615132  
hex #4e4e56



pantone 1205u  
cmyk 18500  
hex #ffe494

Alice

Lato

Playfair Display

