

# JeNae Johnson





We are committed to:

- **Daily**- Showing a luxurious lifestyle, content creation, and finishing your manuscript
- **Weekly**- coming up with a list of podcasts (to be featured), list of organizations and media to pitch (HARO), go live on social media, engaging audience (email), coffee meetings/check-ins with your community (LinkedIn, previous and current clients/colleagues)
- **Monthly**- Book speaking engagements
- **Yearly**- hosting your own conference & retreat, attending conferences/trade shows related to human capital, diversity & inclusion, and other related industries, creating a yearly planner

# Our Core Values

Results-oriented, Power, Innovation, Leadership, Boldness

FEATURES

- Bold x Brave
- Results-driven solutions in equity and inclusion
- Develop corporate courage
- A safe space to speak truth about corporate experiences

setting the standard, transformational, workplace storytelling, and spark global conversations

BENEFITS

- Recognize power in the workplace
- Overcome imposter syndrome & false humility
- Use your power to change situations
- Become a force multiplier for change

Value Proposition



## Positioning Statement/Unique Selling Proposition

**We help professional black women of influence who are struggling to recognize their power, break false narratives, and overcome fear of success in the workplace.**

How?

**We offer web-based and in-person events that set them up for success, provide outlets to build courage, and spark conversations surrounding confidence in corporate America.**

Brand Personality

# Primary Brand Personality (Innovative)

## The Creative

The Creator gives new ideas to the world and creates structure by bringing something that didn't previously exist into being. Creator archetypes typically receive a great deal of pride and fulfillment from the process of creation as well as the outcome of their work. Artists, writers, and entrepreneurs are all symbols of the Creator. All of which value the creative process and lead lives of self-expression. The creator is always looking to realize their vision. They believe you should be able to express yourself in innovative ways. They want to build something that does not exist yet and believe in both the creative process as well as the result in doing so. Your products or services either have to do 1 of 2 things. Disrupt the world by innovation or allow people to express themselves by using your brand.

### LEVELS OF THE RULER

**LEVEL 1** At the lowest level, the Creator is merely just creative. They haven't breached the area of being truly innovative because their creativity tends to mimic others.

**LEVEL 2** Once a Creator can move past limitations and give shape to their own ideas, they start to become authentic. Rather than rely on others' creativity to shape their own, they start to come up with original ideas and put them into action.

**LEVEL 3** At its highest level, Creators promote true innovativeness and expression. This is the level where they create something that will last and influence society.

Show people your creative processes, tools, what inspires you, and always be creating

**SUPER POWERS** | Extraordinary discipline engenders a rule-based culture that is high-performance

**BRAND VOICE** | Your messaging is descriptive, full of metaphors, visual, and unique.





# Audience Buyer Personalities

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**B2C Persona 1** - Black & Brown women in hiring positions; HR, senior-level, or C-suite; equity & inclusion

**Corporate Persona-** Corporate leaders, senior-level or C-suite, need training in equity & inclusion

**Get a better understanding by asking them:**

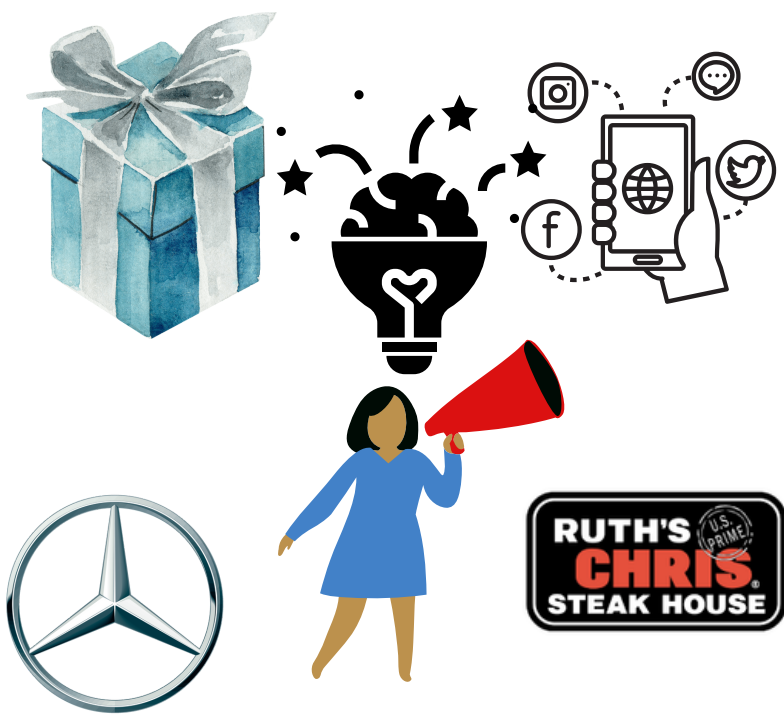
- What would you do if you knew you were already free?
- Are you aware of the barriers you create?
- Do you know who has benefitted most from diversity efforts?

# Audience Personality

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- **Characteristics, how do they behave-** Classy, humble/down-to-earth, open to trying new methods
- **Personal goals-** To travel, to afford nice things, to own their dream home, have above and beyond for their family, to spend quality time with friends and family, to have a healthy work-life balance, to be expressive through their wardrobe choices
- **Professional goals-** earn six-figures or more in their business, have the confidence to speak on wealth topics in influential circles, SMEs, senior level executives and C-suite
- **Political opinions-** Want to laws implements that protect the rights of all from different backgrounds, use their voices as avenues for change in the workplace and their communities
- **Their fears in life-** Being seen as ignorant or being deceived, not being seen as successful, not being able to enjoy their luxury lifestyle due to mental health & stress related concerns, they feel unequipped for the job
- **Their desires in life-** Self-Care, having a competitive advantage, overcoming imposter syndrome, leaving a legacy, having time to enjoy wealth and family, honoring the truth and seeking ways to be transformational
- **The values they hold dear-** Truth, Family, Internal and Higher Purpose, Wealth, Education, Stability





**Recognition**



*Audience*  
**MOOD**  
*Board*



**Empowered**



**R&B**  
**Gospel**  
**Hip Hop/Rap**  
**Jazz**





Personal Style  
Personality

# Primary Personal Style

## Creative

You express yourself through your clothes and like every outfit to carry a stamp of unique and the unusual. Not content with any outfit worn just off the rack, you like to add your own special touches by using interesting contrasts of color, texture and fabric. You love to try out new accessories and experiment with different ways of wearing clothes and inventing your own look. You like to be noticed for your fun, upbeat and original style.

- Choose fabrics that flow or have interesting textures, colors or embellishment accessories that have a native feel to them will appeal to you, such as beaten silver, copper, ethnic beads, etc
- Shop in vintage or secondhand stores to find unusual styles and fabrics
- Your accessories and shoes can make a statement for you
- Add interesting scarves, buttons or jewelry to more traditional pieces
- Your image can seem too quirky in some business environments. Mix creative accessories and color with more traditional pieces to individualize your look

# Fashion Style

# Creative





# Secondary Personal Style

## Alluring

You have a natural star quality! Your clothes are attractive and draw attention to your best assets. You like well-fitted, contoured garments and you are not afraid to show your figure.

You adapt any style to be more fitted, not necessarily more fashionable. You can wear bold colors, translucent and soft fabrics, but you hate boxy or bunched looks when the construction and fabrics hide your body.

- Avoid straight lines or boxy styles
- Choose colors to enhance your natural coloring
- Be aware of occasions where this look may give the wrong impression and detract from your purpose. Soften your look by choosing semi fitted, rather than very fitted styles, and be sure hemlines are appropriate and necklines are less revealing



# Fashion Style

# Alluring

