



# HOLLEY RICHARDSON

*the* **DAWNING** OF A  
NEW KIND OF PLAYER  
IN THE BRANDING  
GAME



# UNLEASH SUCCESS

Our commitment is to help you identify your goals to achieve your next level of success! Our promise is to offer personalized attention and key strategies that guarantee exceptional outcomes with long-term impact.

The **Richline Solutions** Legacy Builders Team (LBT) will challenge and help you break through barriers that keep your company or organization from achieving its full potential. Our highly skilled team of professionals are well-equipped to provide you with full spectrum branding solutions ranging from marketing and public relations to administrative oversight, training, and leadership development. Who said the sky is high enough? Not when it comes to your next level!

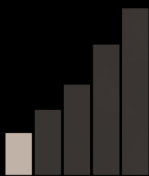


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# the **RICHLINE** **SOLUTIONS** **APPROACH**

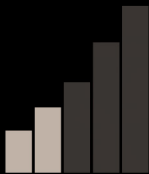
## **UNDERSTANDING YOUR BRAND**

It is vital to strike the right emotional chords and leverage innovative, integrated communication vehicles to engage audiences on a continuing basis. Our five-phase approach is used to create a holistic, brand strategy:



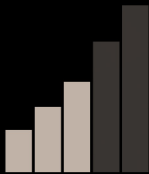
### **INTERNAL BRAND AWARENESS AND ARTICULATION**

Brand planning begins with a solid internal awareness; continues with the clear articulation of brand strengths; and is supported by consistent, powerful marketplace messaging to target audiences.



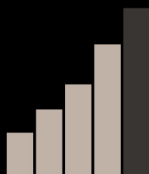
### **POSITIONING**

We assess the marketplace, identify its current and future needs, and structure the CEO message and corporate brand strengths to meet those needs as well as “intuitively connect” with the target market.



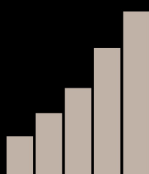
### **STRATEGIC BRANDING ACTIONS**

We discuss the specific actions and executables to drive and monetize the brand: (1) Brand Implementation Tools and Marketing Vehicles (2) Sequencing and Milestones culminating in a flow chart.



### **MEASURING THE RESULTS OF YOUR TARGET ACTIONS**

We analyze the data to determine which elements of the campaign are working the best, and where to improve or redirect efforts.



### **BRAND RESULTS**

Phase 5 involves assessing the ultimate key outputs from the campaign, then determining how to re-strategize to accelerate further growth. An analysis of the current brand strategy will take place immediately upon engagement and will help realize the brand’s potential.



# HOLLEY *on Point*

“It’s my commitment to present you with information that is relevant, honest, and cutting to the quick. No time for superficiality because **Holley on Point** aims straight at the crux of the heart while soothing the soul with a touch of good humor. So, from my heart to yours, let’s become the sharpest nails that uphold the framework of our lives. BE on point with **Holley on Point!**”

Follow me on social media:



# Be. BRAND experts

Fresh. Bold. Remembered.

**Be** |be| *verb*: exist, have being, have existence; having the state, quality, identity of. . .

A company or individual brand creates an image to the world. It is the genuine personality of a particular entity that sells a lifestyle for a lifetime, and a legacy for generations to come. No branding, no differentiation. No differentiation, no long-term profitability.

## Four LEVELS OF INVESTMENT

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# HOLLEY RICHARDSON

*CEO, Influencer and  
Legacy Partner*

I have dedicated my life to making the world better by seeding my gifts and talents...leaving individuals, corporations, organizations and ministries better than I found them. My creative teams influence the systems and processes of our clients with the express purpose of imparting legacy-building strategies that will yield success for generations to come. Richline Solutions is the answer to the many challenges that impede the success of your brand and operational triumphs of your projects and goals.

Check me out on social media:



**Success  
▶ Strategist**



**Mentor &  
▶ Trainer**



**Inspirational  
▶ Blogger**