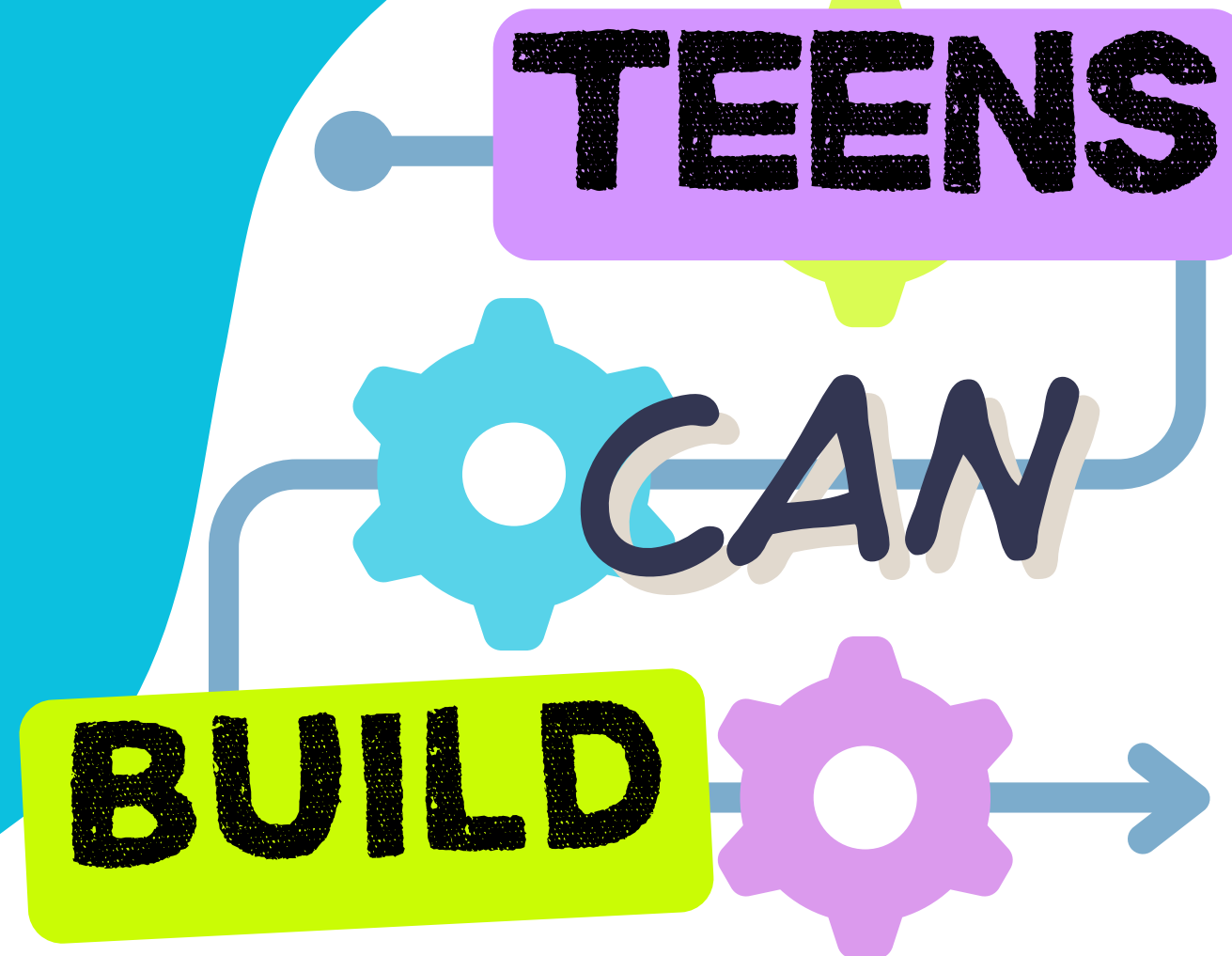


# BUILD YOUR BRAND

## LAUNCH YOUR BUSINESS

IDEA → BRAND → LAUNCH

PROJECT CARE:  
TEENS CAN BUILD  
FALL 2025 Cohort



PLUGANDPLAY MCKINNEY

# Brand Marketing

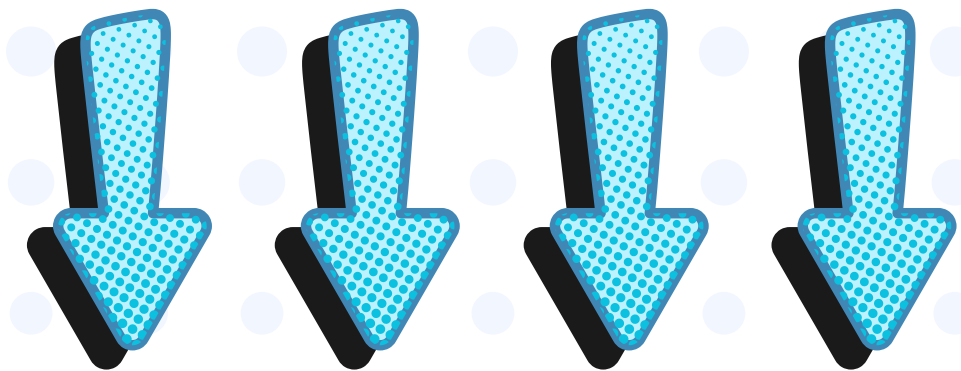
**BRAND =**

**Who You Are/Personality**  
*(story, vibe, promise)*

**MARKETING =**

**How You Share It** *(promotion,  
being seen by buyers)*

**BRANDING =**  
**RECOGNITION**



**MARKETING =**  
**ACTION**

# WHY BRANDING MATTERS



**STAND OUT FROM THE CROWD**



**BUILD TRUST**

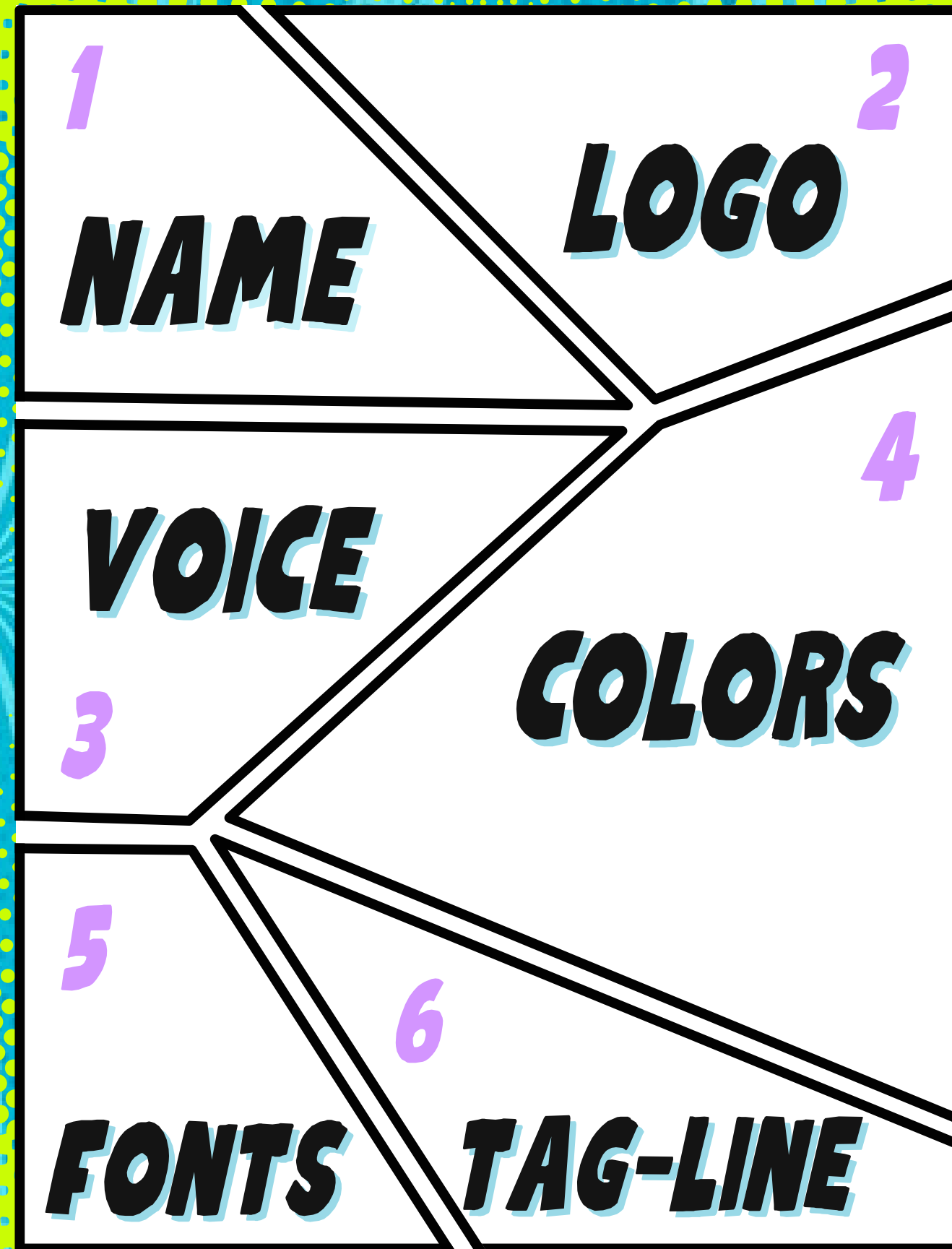


**BE REMEMBERED**





# BUILD YOUR BRAND





# BRANDS & TAGLINES

## YOUR BRANDS

CLOTHING, JEWELRY,  
CHARTER SCHOOL,  
RECORDING STUDIO, BIBLE  
STUDY, CLINIC, SPORTS  
MEDIA, SKINCARE

**JUST DO IT.**



*It's  
finger lickin'  
good*

**FedEx**

When it absolutely, positively  
has to be there overnight.

**Walmart**   
Save money. Live better.

***INSTRUCTIONS +  
BEGINNER-FRIENDLY PROMPTS***

SCAN HERE



**CREATE YOUR  
BRANDING KIT  
WITH CHATGPT**

**LEARN HOW!**

I'm a teen starting my first business selling handmade jewelry. Create a simple brand kit.

That's exciting—congratulations on starting your first business! 🎉 A brand kit will help your jewelry line look professional and consistent, whether on social media, packaging, or a website. Since you're just starting out, I'll keep it simple and easy to use.

## ✨ Simple Brand Kit for Your Handmade Jewelry Business

### 1. Brand Name & Tagline

- **Name Idea:** *Shine & Thread* (you can swap with your own chosen name)
- **Tagline:** *Handmade jewelry that tells your story.*

### 2. Logo

- **Simple Logo Concept:**
  - A minimalist wordmark using your brand name in a clean font.
  - Add a small icon (like a star, thread, or gem shape) above or beside the name.
  - Free tools: Canva, Looka, or Hatchful can help you create one fast.

### 3. Colors

Choose 3–4 colors you'll always use:

- **Main Color:** Soft gold (#D4AF37) – represents jewelry & elegance
- **Accent Color:** Blush pink (#FADADD) – youthful & trendy
- **Neutral Base:** Warm beige (#F5F5DC) – background and packaging
- **Optional Contrast:** Deep teal (#006D77) – adds a pop

### 4. Fonts

Use two consistent fonts:

- **Heading / Logo:** Playfair Display (classic, stylish)
- **Body / Captions:** Montserrat or Lato (simple and easy to read)

### 5. Photography Style

- **Lighting:** Bright, natural light (near a window)
- **Backgrounds:** Neutral (beige, white, or marble) to keep jewelry the focus
- **Style:** Mix close-ups of jewelry details + lifestyle shots of people wearing them

### 6. Social Media Aesthetic

- **Filters/Editing:** Keep photos bright, soft, and consistent
- **Content mix:**
  - 40% Product close-ups
  - 30% Lifestyle/people wearing jewelry
  - 20% Behind-the-scenes (making jewelry)
  - 10% Fun quotes/brand personality posts

### 7. Packaging

- **Simple Options:** Kraft jewelry boxes or organza bags
- Add your logo as a sticker or thank-you card
- Include a handwritten note for a personal touch

👉 With this mini brand kit, you'll look polished and professional from day one.



# FREE TOOLS TO BUILD YOUR BRAND

**CANVA** ★ **HATCHFUL**

**COLOURS** ★ **COLOR HUNT**

**GOOGLE FONTS** ★ **FONTJOY**

**NAMELIX** ★ **LOOKA**

**UNSPLASH** ★ **FAVICON.IO**





# LET DO SOMETHING FUN!

*AND BUILD YOUR BRANDS AT THE SAME TIME*



**HOOK, LINE,  
& CHORUS**



**TIKTOK  
CHALLENGE**



**INFLUENCER  
COLLAB**



# MARKETING YOUR BRAND

↪ **YOUR BRAND IS YOUR TOOLBOX**

↪ **EVERY FLYER, POST, OR AD SHOULD  
LOOK AND SOUND LIKE YOU**

↪ **CONSISTENCY = RECOGNITION**



**MARKETING =**  
**SHOWING YOUR**  
**BEST AND TELLING**  
**YOUR STORY**  
***EVERYWHERE !***

***BE KNOWN***

**FLYERS/BUSINESS CARDS**

**WORD OF MOUTH**

**SOCIAL MEDIA (SUPERVISED)**

**SCHOOL/COMMUNITY EVENTS**

**TEAM-UPS WITH PEERS**

**FAMILY & CHURCH**

**IF THERE ISN'T A  
SPACE - BUILD IT**

# ***ZERO-BUDGET MARKETING***

***YOU DON'T  
NEED  
MONEY TO  
START!***

***Clothing:*** Wear your designs and post pics.

***Jewelry:*** Gift to a friend and they promote.

***Charter School:*** Host a sports day at a park.

***Recording Studio:*** Free sample track offer.

***Bible Study:*** Share daily devotionals with invite.

***Clinic:*** Share simple health tips on posters.

***Sports Media:*** Start a podcast or YouTube.

***Skincare:*** Samples traded for reviews/photos.

***All free, just using creativity and hustle.***





# ChatGPT

Create a simple 4 step, zero budget, beginner friendly marketing plan for this brand that can be executed in less than an hour per week. Minimize use of social media as appropriate for entrepreneurs in thier early teens.

Got it 👍 — let's keep this **super simple, beginner-friendly, and zero-budget** while minimizing heavy social media use (since you're balancing school, life, and your new business). Here's a **4-step plan you can do in less than 1 hour per week:**

## 🚀 4-Step Beginner Marketing Plan for Your Jewelry Brand

### Step 1: Word-of-Mouth Starter Pack (15 minutes/week)

- Tell friends, family, and teachers you started a jewelry business.
- Wear your own pieces often — people will ask!
- Keep a small “lookbook” (printout or phone album) with photos of your top pieces to show anyone interested.
- Ask happy customers to tell one friend about you.

💡 *Why this works:* People buy from people they know. Word-of-mouth is the #1 free marketing channel for new teen businesses.

### Step 2: Simple Display & Community Presence (10 minutes/week)

- Make a **low-cost display** at school, church, or community events (just a small tray or box).
- Ask local shops (like a coffee shop, library, or boutique) if you can leave a few business cards or a small

## 🚀 4-Step Zero-Budget Marketing Plan

For Teen Entrepreneurs Starting Their Handmade Jewelry Business

### Step 1: Word-of-Mouth Starter Pack (15 min/week)

- Tell friends, family, and teachers you started a jewelry business.
- Wear your own pieces often — people will ask!
- Keep a small “lookbook” (printout or phone album) with photos.
- Ask happy customers to tell one friend about you.

*Why this works:* People buy from people they know. Word-of-mouth is the #1 free marketing channel for new teen businesses.

### Step 2: Simple Display & Community Presence (10 min/week)

- Create a small display tray/box at school, church, or community events.
- Ask local shops if you can leave cards or a display.
- Use Canva's free templates to print business cards.

*Why this works:* You'll get in front of people where you already are, without needing constant online posting.

### Step 3: One Smart Digital Home (20 min/week)

- Create one simple online home: Instagram or free Canva website.
- Post once a week (new design, behind-the-scenes, or customer pic).
- Bio: “Handmade Jewelry | DM to order.”

*Why this works:* People expect at least one digital spot to find you, but you don't need to live on social media.

### Step 4: Personal Touch Follow-Up (10 min/week)

- Send a thank-you message after each purchase.
- Offer small incentives: “Bring a friend and you both get \$1 off.”
- Keep a list of buyers and reach out with new designs.

*Why this works:* Customers feel valued, come back, and bring friends.

## 🕒 Weekly Time Budget

Word-of-Mouth	15 min
Display/Community Presence	10 min
One Digital Post	20 min
Customer Follow-Ups	10 min
Total	55 min/week



# ***RESOURCES***

SCAN HERE



**JUST FOR  
YOU AT  
PNPCARES.ORG**

**LET'S GO!**

**A. M. A.**  
**ASK ME**  
**ANYTHING**

WHEN VIEWING AS A PDF YOU CAN CLICK  
THE UNDERLINED LINKS ON YOUR PHONE  
OR COMPUTER TO VISIT A WEBPAGE, SEND  
AN EMAIL, OR CALL.



**Chantelle Kadala, CMO**

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