



RACHAEL TURNER

BRAND DEVELOPMENT, STRATEGY, & DESIGN

- 10+ YEARS OF BUSINESS BUILDING, BRANDING, AND REAL-LIFE ENTREPRENEURIAL EXPERIENCE
- 8+ YEARS OF MANAGERIAL & OPERATIONS EXPERIENCE IN THE FINANCE INDUSTRY
- HAS WORKED WITH HUNDREDS OF BUSINESSES OF ALL SIZES AND REVENUE LEVELS
- SPECIALIZES IN TAKING BUSINESSES FROM 6 TO 7 FIGURES, BRAND IDENTITY, & E-COMMERCE

ROSEMINT
MEDIA

Radiant
Thorns

Flourish
BRAND LAB



ROSEMINT
NFT

14K

FOLLOWERS ACROSS
SOCIAL PLATFORMS

18+

YEARS OF EXPERIENCE

10+

YEARS IN BUSINESS

GET IN TOUCH

312-792-1256



rachael@rosemintmedia.com



@rosegoldraych
@rosemintmedia
@radianthorns



ADD A COMMA

E-COMMERCE MARKETING COURSE



This eCommerce course focuses on the pivotal aspects of brand development, compelling product storytelling, online presence creation, innovative product development, effective product launching, and scaling strategies, all tailored to empower entrepreneurs aiming for success in the digital marketplace.

eCommerce Excellence: Brand and Product Development Course

Module 1: Introduction to eCommerce Branding

- Understanding the crucial role of branding in eCommerce ventures
- Defining brand identity, values, and persona for online businesses
- Overview of effective brand-building strategies tailored for eCommerce platforms

Module 2: Crafting Compelling Product Stories

- Developing captivating product narratives to resonate with online consumers
- Strategies for integrating brand storytelling into product descriptions and marketing content
- Creating visually appealing product presentations for eCommerce platforms

Module 3: Building a Strong Online Presence

- Techniques for creating an engaging and user-friendly eCommerce website or platform
- Utilizing branding elements to enhance user experience and increase brand recognition
- Leveraging SEO and content strategies to drive traffic and enhance visibility

Module 4: Product Development and Innovation

- Understanding the product development lifecycle in eCommerce
- Strategies for identifying market gaps, trends, and product niches
- Innovating and adapting products to meet consumer demands and preferences

Module 5: Launching and Marketing Products Effectively

- Crafting effective product launch strategies tailored for eCommerce platforms
- Leveraging social media, influencer marketing, and email campaigns for product promotion
- Implementing effective pricing, packaging, and promotional tactics

Module 6: Scaling Brand and Product Reach

- Expanding product lines and diversifying offerings while maintaining brand consistency
- Strategies for scaling eCommerce businesses sustainably
- Analyzing data and insights to refine product development and brand strategies for growth

ADD A COMMA

E-COMMERCE TRAININGS & SERVICES



In addition to e-commerce from the marketing and branding perspective, Rachael is able to teach and train on the development, mechanics, and execution of e-commerce digital buildouts.

PLATFORMS



TOPICS

- Defining goals
- Market research
- Budgeting and planning
- Choosing a platform
- Selecting a domain name
- Creating your account
- Choosing your layout
- Design and development
- Setup payment gateways
- Create product pages
- Quality assurance
- User experience testing
- Mobile optimization
- SEO optimization
- Content creation
- Social media integration
- Launch campaign
- Monitor & improve/Analytics

MINDSET

Mindset shifts are crucial for entrepreneurial success as they foster adaptability in the face of challenges, encourage innovation and risk-taking, and nurture resilience and persistence. A positive mindset enables entrepreneurs to continuously learn and grow, fostering a strategic vision and leadership qualities essential for long-term success. Embracing change, building relationships through empathy, and bolstering self-confidence are integral aspects of a mindset shift that empower entrepreneurs to navigate uncertainties, stay focused on goals, and ultimately drive their ventures towards sustained growth and achievement.

SEMINAR/DISCUSSION TOPICS

1. Resilience Amid Challenges:

- Adaptability: Entrepreneurship is a journey filled with uncertainties and challenges. A growth mindset helps entrepreneurs adapt to change, pivot strategies, and overcome obstacles effectively.

2. Innovation and Creativity:

- Openness to Innovation: A mindset shift encourages thinking beyond conventional boundaries, fostering innovation and creativity. It allows entrepreneurs to explore new ideas and solutions.

3. Risk-Taking and Decision-Making:

- Risk Assessment: A positive mindset encourages calculated risk-taking by viewing failures as opportunities for growth. It empowers entrepreneurs to make informed decisions despite uncertainties.

4. Persistence and Grit:

- Resilience: A mindset shift instills perseverance and determination, essential traits for weathering setbacks and staying committed to long-term goals despite challenges.

5. Learning and Growth:

- Continuous Improvement: Embracing a learning mindset allows entrepreneurs to seek knowledge, embrace feedback, and continually grow both personally and professionally.

6. Leadership and Vision:

- Strategic Vision: A mindset shift from a worker mentality to a leadership perspective enables entrepreneurs to envision long-term goals, set strategic direction, and inspire teams.

7. Adaptation to Change:

- Embracing Change: In a dynamic market, a flexible mindset helps entrepreneurs embrace change, stay adaptable, and capitalize on emerging opportunities.

8. Emotional Intelligence and Relationships:

- Empathy and Relationships: A mindset shift toward understanding others' perspectives fosters better relationships, collaboration, and emotional intelligence crucial in entrepreneurship.

9. Confidence and Self-Belief:

- Self-Confidence: Shifting to a positive mindset bolsters self-belief, empowering entrepreneurs to take on challenges, pitch ideas, and navigate uncertainties with confidence.

10. Goal Orientation and Focus:

- Clarity and Focus: A mindset shift towards goal orientation enhances focus, enabling entrepreneurs to prioritize tasks and align efforts with long-term objectives.

THINKING BIG ABOUT YOUR BRAND

CLASS/COURSE



Thinking Big About Your Brand is a transformative seminar designed to empower entrepreneurs to expand their mindset and perspective when it comes to their brand and business. Focused on cultivating a CEO mindset, envisioning future business trajectories, understanding the role of money, and setting ambitious yet achievable goals, this seminar aims to inspire attendees to elevate their brand strategies and business growth.

Key Takeaways:

- Developing a CEO mindset for effective leadership and decision-making
- Envisioning and planning for various business stages to achieve long-term success
- Recognizing money as a tool for prosperity and the importance of financial education
- Setting bold, limitless goals and strategies to achieve them

This seminar aims to instill a mindset shift among participants, empowering them to envision a grander future for their brand, adopt CEO-level thinking, embrace financial education, and set expansive goals that transcend limitations.

1. Shifting to a CEO Mindset

- Understanding the shift in mindset from a worker/manager to that of a CEO
- Embracing leadership roles and responsibilities for long-term business success
- Cultivating strategic thinking and decision-making as a CEO

2. Envisioning Your Ideal Business and Clients

- Immediate Vision: Imagining your ideal business and client base in the present moment
- One-Year Vision: Envisioning growth and changes in your business and clientele in one year
- Five-Year Vision: Projecting long-term aspirations and business expansion goals

3. Money Mindset: Educating Yourself for Prosperity

- Viewing money as a tool for growth and sustainability in your business
- Understanding the importance of financial education and management for business prosperity
- Overcoming limiting beliefs about money to embrace a wealth-oriented mindset

4. Goal Setting with No Limits

- Setting ambitious yet achievable goals for business growth and brand development
- Implementing strategies to break through limitations and think beyond conventional boundaries
- Techniques for aligning daily actions with lofty, long-term aspiration

LIFE, LOVE, & BUSINESS: MANAGING & GROWING YOUR ENTREPRENEURIAL RELATIONSHIP

CLASS/COURSE



In essence, building a business shares fundamental aspects with nurturing a relationship – trust, communication, commitment, adaptation, resilience, and a shared vision – all essential for growth, stability, and success.

1. Foundation and Trust:

Strong Foundation: Just like relationships, businesses require a solid foundation built on trust, integrity, and shared values between stakeholders, customers, and partners.

2. Communication and Understanding:

Effective Communication: Both businesses and relationships thrive on clear, open, and honest communication. Understanding the needs, expectations, and aspirations of stakeholders is crucial for success.

3. Investment and Commitment:

Investment of Time and Effort: Both endeavors demand commitment, dedication, and investment of time, resources, and effort to grow and flourish.

4. Adaptability and Flexibility:

Adaptation to Change: Similar to relationships, businesses must navigate changes, adapt to market shifts, and evolve strategies to stay relevant and resilient.

5. Collaboration and Support:

Teamwork and Support: Building a business involves teamwork and collaboration akin to nurturing a relationship. Encouraging support, fostering a positive environment, and leveraging strengths are crucial.

6. Resilience and Overcoming Challenges:

Facing Challenges Together: Both contexts encounter obstacles. Building a business requires resilience, problem-solving, and facing challenges together, much like navigating difficulties in relationships.

7. Growth and Development:

Continuous Improvement: Just as relationships grow and evolve, businesses require constant learning, innovation, and development to meet evolving needs and sustain growth.

8. Vision and Shared Goals:

Alignment of Goals: Both thrive when aligned with shared goals and a clear vision. Setting common objectives and working towards them is vital for progress.

9. Customer-Centric Approach:

Customer Satisfaction: Prioritizing customer needs and satisfaction in business is akin to nurturing a relationship built on understanding and meeting each other's needs.

10. Long-Term Commitment & Exchange:

Building for the Long Term: Both require a long-term commitment, investment in nurturing, and continuous efforts to maintain success and sustainability.

SOCIAL MEDIA FOR ENTREPRENEURS



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PLATFORMS



MODULE 1

Foundations of Brand Identity and Strategy

- Understanding the core principles of brand identity and its significance in social media
- Defining brand voice, values, and visual elements for consistent brand representation
- Overview of social media platforms and their role in amplifying brand presence

MODULE 2

Crafting Compelling Brand Stories for Social Media

- Developing a captivating brand narrative to resonate with the target audience
- Strategies for integrating brand storytelling into content across different social channels
- Creating visually appealing and cohesive brand aesthetics for social media platforms

MODULE 3

Engaging the Audience and Building Community

- Techniques for fostering meaningful interactions and conversations with the audience
- Encouraging community engagement through interactive content and user-generated contributions
- Leveraging social listening and feedback to strengthen brand-consumer relationships

MODULE 4

Leveraging Social Media Advertising for Brand Awareness

- Understanding the role of paid advertising in amplifying brand reach and visibility
- Crafting effective ad content aligned with brand messaging and audience preferences
- Analyzing ad performance metrics to optimize campaigns for maximum brand impact

MODULE 5

Measuring Brand Impact and Refining Strategies

- Utilizing analytics tools to measure brand sentiment, engagement, and conversions
- Making data-driven decisions to refine brand strategies and content based on insights
- Identifying key performance indicators for assessing and enhancing brand resonance

MODULE 6

Integrating Branding into Long-term Social Media Plans

- Developing a comprehensive and scalable social media strategy centered around brand identity
- Adapting strategies to evolving social media trends and platform updates
- Collaborative exercises for participants to create personalized social media plans for their businesses

INFLUENCE AMPLIFIED: NAVIGATING SOCIAL MEDIA FOR PUBLIC FIGURES

TOPICS: SOCIAL MEDIA STRATEGY, DEVELOPMENT, & MARKETING



This course for public figures emphasizes strategies and practices unique to their status, focusing on personal branding, tailored content, engagement tactics, monetization avenues, analytics utilization, and long-term sustainability in the public eye through social media platforms.

Module 1: Crafting Your Public Persona

- Defining Your Public Image: Understanding and shaping your unique persona for public platforms
- Audience Profiling: Identifying and targeting your audience for effective engagement
- Leveraging Authenticity: Showcasing genuine aspects of your life and story for relatability

Module 2: Content Strategy for Influence

- Tailoring Content to Your Image: Creating content aligned with your public figure persona
- Visual Storytelling Techniques: Crafting visually captivating and impactful content
- Diversifying Content Formats: Exploring video, live sessions, Q&A formats for diversified engagement

Module 3: Engaging and Building Community

- Authentic Engagement Practices: Strategies for fostering meaningful connections with your audience
- Building a Community: Nurturing a loyal and engaged following through consistent interactions
- Handling Public Feedback: Managing public responses and feedback effectively

Module 4: Tailoring Content for Platform

- Instagram: Understanding the visual-centric nature; strategies for stories, reels, and visual content
- Facebook: Leveraging longer-form content, groups, and engagement tactics specific to the platform
- LinkedIn: Crafting professional, career-centric content, utilizing articles, and networking effectively

Module 5: Analyzing Influence and Optimizing Performance

- Analytics for Public Figures: Utilizing metrics to measure impact and track audience growth
- Performance Optimization Strategies: Adjusting strategies for enhanced engagement and reach
- Experimentation and Refinement: A/B testing and iterating content for continuous improvement

Module 6: Future-Proofing Your Influence

- Staying Ahead of Trends: Adapting to emerging trends and staying relevant in the public eye
- Crisis Navigation: Handling controversies and challenges while preserving your public image
- Sustainable Influence: Planning for long-term sustainability and maintaining influence momentum

BOOKING

All courses, trainings, and/or teachings can be modified and customized to focus on high priority areas for your group or team.

Format/Rates:

2-4 Hours
Starts at \$750

Multi-week series
Starts at \$1500

All payments should be paid to Rosemint Media - a black woman owned corporation.

Additional:

Customized worksheets and/or presentations can be created to accompany the trainings/teachings. Rachael can also be available for additional sessions or one on one strategy sessions/trainings.

Contact:

rachael@rosemintmedia.com
www.rosemintconnect.com

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NFT



@rosegoldraych



@rachaelnicoleturner



@rachaelnturner