

My Confident Menhera Challenge

Context

In this document, I will be breaking down and examining the **marketing strategy** and **thought process / intentions** I had when I launched my Confident Menhera Challenge back in March of 2019.

Prior to this, the entirety of 2018, my brand sold physical products (accessories and clothing) in the Menhera style. In 2019, I wanted to branch out into digital products to accompany my physical products. My Confident Menhera Challenge was the first digital product I created and offered to my audience.

I ran the campaign to join the challenge for about 3-4 weeks (I believe) in 2019, one person bought it, but it was refunded (since one of the aspects of the challenge was to do the challenge with a group of people). Obviously several aspects of the campaign were a bust, since there ended up being no one who joined the challenge, but I want to make it clear that there were no financial repercussions to the community, my audience, or my customers.

To reiterate, I will be breaking down and examining the **marketing strategy** and **thought process / intentions** I had when I launched my Confident Menhera Challenge back in March of 2019.

I want to express my deepest apologies to anyone who was offended or negatively affected by my actions detailed in this document. My intention was never to offend anyone, but rather to contribute something positive, fun and meaningful to the Menhera community. I obviously completely missed the mark with my Confident Menhera Challenge, and hope this document expresses that I have made appropriate changes in response to the damage I have caused.

However, if after reading this document in full, you feel I have not properly addressed the issue reported, then it's completely understandable if you don't accept my apology and do not wish to support me or my brand in the future.

Reported Issue

Response from my avid followers and customers was positive, and nothing on my social media indicated that people were rejecting my Confident Menhera Challenge. So when I launched it, I didn't realize it was problematic; but since no one was buying it, I just thought that no one wanted it / no one found it valuable enough to buy it.

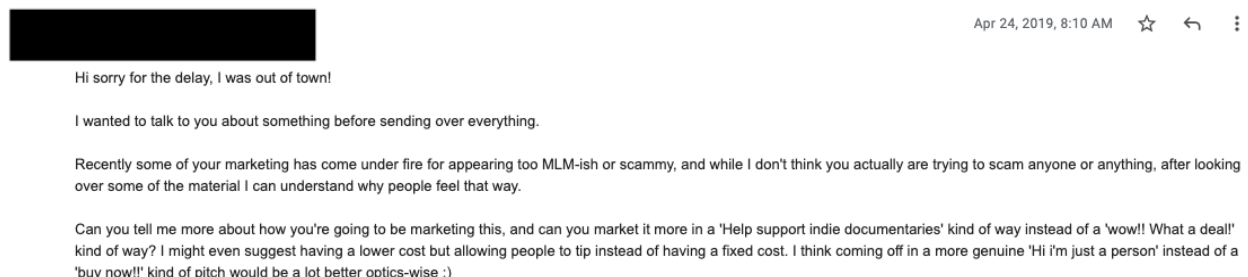
But there was talk in the j-fashion community about it, and an artist peer of mine let me know that there existed a group of people who viewed it negatively. They (this pronoun was chosen to protect their anonymity) sent me an email about it to express their concern, and we went back and forth a few times.

Email Correspondence Context Notes

- In the email correspondence, we were also working on another project together, so anything not related to the Confident Menhera Challenge is about the other project unless expressly identified otherwise.
- The black rectangles are censoring the artist peer in this email correspondence to protect their anonymity
- Red censor #1 is protecting the anonymity of the specific sub-group of people in the j-fashion community that expressed issue with my Confident Menhera Challenge
- Red censor #2 is censoring an analogy I made in this email. Upon re-reading this correspondence, this particular analogy is immensely tone-deaf and not reflective of the language I would choose to use today. The gist of that statement is "I feel that people looking from the outside are judging my intent without really knowing where I am coming from when I launched my Confident Menhera Challenge"
- TW ⚠️: In this email correspondence, I do use language that is heavily "capitalistic" in mindset, though I apply it to myself as an independent creator, and am not talking about big corporations.

If the screenshots embedded in this doc are too difficult to read, click here to view the images in google drive:

https://drive.google.com/drive/folders/11jCNN9xm4E4C7QGDxnNi9mVX2_pt0b1H?usp=sharing





Meridian <meridian@yumelixir.com>

Apr 24, 2019, 5:01 PM ☆ ↩ ⋮

I can definitely involve more wording to include "helping to support indie documentaries."

I never intended my marketing to be just a "wow, what a deal" or just a "buy now," so if it comes off that way, then my message on the marketing isn't as fine-tuned as it should be. My marketing intent is targeted at identifying problems that are common in the market, and providing a solution at an affordable cost. Any pushes I do to incentivize buying sooner is my intent to get a solution to them sooner rather than later.

If people are afraid of me being a scam, then I'm likely not identifying problems well, or I'm not providing a solution that would help solve a problem, or my track record simply just doesn't show that I am helping anyone solve problems. In those cases, it is for me to solve these issues to better serve potential customers who come across my page.

My entire IG an YT content comprises of "hi, I'm a person" and I am very genuine about the struggles I go through as an indie creator an about how I intend to overcome obstacles and share that through my stories in order to inspire people to look at their own situations and be able to figure out their obstacles as well.

This entire summit event is the same, now including stories of 30 other people.

The marketing for this event, is FREE to attend event for everyone, during the scheduled time at the end of May.

The paid "ticketing" is for attendees to have instant access to download the videos and keep them indefinitely. I'm planning for a \$30 price, for \$1 for each person speaking, which is definitely affordable, and was intending to add in wording to say this is supporting the indie creators who contributed to creating this event, since profits are being distributed to the speakers advertising about the event.

Because it's a free event, I don't think there's a need for a tip option, when the paid option gives them something "tangible" to keep indefinitely. There's a clear difference between what free attendees will get versus paid attendees.

I want to make sure the people who contributed to the event will be able to earn something in exchange for their efforts, and having a static price helps even out the fairness across the board.

I hope this helps!

PS: I would like to know how much "fire" I am undergoing as far as my marketing goes. I don't need any names, but I would like to know if complaints are coming through private discussion, if there's a forum about it, or generally where is this fire coming from.

I haven't received a single complaint about my marketing, rather a ton of comments and feedback saying people are super happy for the free things I've been releasing lately and been very excited about the projects I've been working on with the bits of information I have been able to drip out as progress on projects build up.

I'm quite opposed to changing much of my marketing strategies if this "fire" is coming from onlookers who aren't part of my target audience, who aren't past buyers, or who aren't my frequenting commenters/interactors, since I haven't gotten any negative feedback from those who are closely involved with my content and I keep in contact with those who purchase from me frequently about their thoughts on my latest projects.

Let me know if there's anything else you'd like to ask from me :)

Thanks!
Meridian



Apr 25, 2019, 8:57 AM ☆ ↩ ⋮

Thank you for your reassurances :)

1

Mostly it's [redacted] passing around this, which I have to agree comes off really sketchy, especially to people who don't know you. This is for your magazine right? The better way to market it would be to market it as your personal experience rather than an expert talk, like "How I Build my coordinates", "How I built my wardrobe", "How I got connected with the community", "Overview of my favorite styles", "My lookbook". When you try to sell yourself as a guru, people tend to doubt the validity of the content.



- ✓ Module 1 How To Build A Co-ord
- ✓ Module 2 How To Build Your Wardrobe
- ✓ Module 3 How To Get Connected with the Community
- ✓ Bonus 1 Kei Styles Encyclopedia
- ✓ Bonus 2 Meridian's Photoshoot Library

**That's Over 10 Years of My
Experience
Condensed into 3 Weeks ;)**

And Today, You're Getting All Of This...

For Only \$27 !

I understand not caring about people who aren't your customers, but this stuff does get around, and these people are /my/ customers :)

Additionally several artists have voiced concerns both directly to me and indirectly on forums about how while they like you and your work, your emails come off as trying to guilt people into buying into something. Particularly the 'Confident Menhera Challenge' comes off as kinda trying to take advantage of people with mental illness by telling them you can cure their confidence and motivation issues. These people don't know you well and/or are non-confrontational, but it doesn't mean that their opinions don't count, or that they don't talk about these things with others; I've had to defend you to multiple people who thought you were only doing menhera to make money :

My advice to you for your work in general would be to completely drop the lifestyle-coach angle and instead, keep the same content but go for a 'This my personal, genuine story' and a 'help me continue my artistic journey!' angle for sales.

I appreciate your reassurances on this project, and while your business is your business and you don't owe anything to anyone, I do have a couple specific requests: Please don't fill the marketing for this series with buzzwords, and please don't put any 'this is actually \$x value!' bits.

No matter what you do I'm not going to drop out or anything, I've attached the photos you've requested here :)



Meridian <meridian@yumelixir.com>

Apr 25, 2019, 10:58 AM ☆ ↩ ⋮

Thanks for the advice. I really like changing the copy on my sales page after my magazine to how "I" do things rather than it being in 3rd person. I've been stressing a lot about doing my live streams building the modules lololol. I've been wording it more towards "I" in my recent lives, stories, and captions, but would benefit to update it on the page.

My Confident Menhera Challenge is something I built and currently dream to help a lot of people with. Obviously, it being something newer to the market, it would seem sketchy. I have no testimonials after all. But I wholeheartedly believe that those who go through the challenge will be able to gain confidence/increase their confidence level. No, it won't cure it, and no, I have never said it would cure it. I even talk about how I don't have bullet proof confidence, but at the same time, it's not something that hinders me the way it used to.

My entire email sequence for it is literally "hi this is my story about when I wasn't confident" > "when I gained some confidence, these are the changes I saw in my life" > "I want to share this with you because I want other people to be happy too"

There's probably one email with the tone of "guilt trip" in it, now that I go back to see it, and can definitely revise it.

As a whole, I never said those people's opinions didn't matter. I literally said, "If people are afraid of me being a scam, then I'm likely not identifying problems well, or I'm not providing a solution that would help solve a problem, or my track record simply just doesn't show that I am helping anyone solve problems. In those cases, it is for me to solve these issues to better serve potential customers who come across my page."

I value of course, the opinions of my customers first, over others who don't know me yet. I just started that challenge page a month ago, so have yet to have testimonials to add to the page or other people being able to vouch for me. Also my only social media is IG, but having my YT starting up now will help a lot with credibility, where I am able to more openly talk on these topics and people can validate whether or not the challenge might be something they would want to purchase from me, should my free content on YouTube have been useful to them.

It saddens me that you're having to defend me on the account of people potentially attacking me. But I would like my video content to speak for itself, whether or not I am actually able to help anyone with what I am putting out in the world. Your reputation shouldn't have to be the one shield me. It just happens that I haven't been around as long as you, nor have the longevity with the community as of yet, to have my reputation speak for itself.

I, however, strongly disagree with needing to hide the fact that I want to be making money or earning a lot of money. As an independent creator, I shouldn't have to apologize for my marketing being blatant about a transaction. If I am bringing something valuable to the audience, I should have the right to be paid in kind. The only way for it to be a scam is if I was taking people's money and they weren't getting the value I said I would give them. I'm building my entire marketing strategy around the idea that I need to give to the audience in every way that I possibly can. Those who know me and are my loyal customers and interact a lot on my content were not at all offended by the marketing or thinking it was a scam, because they've gotten value from me before. So for the rest of the people who don't know me yet, it's my duty to put out more content for free in a way that would reach them, so they can receive value from me.

The only problem with it right now, is that I haven't given enough to the people who do not yet know me. Which is why I am working on creating YouTube content and also doing this Summit event. Throughout the rest of the year, it is my intent to be creating lots of free content in mindset, motivation, confidence, because I'm building it up to lead to that challenge.

The marketing itself isn't scummy or evil. The marketing is structured to put my customers in an emotional state where they would want to purchase what I am selling because I am providing a solution for them. Because it's structured in a way that unabashedly, yes, earns me money, this doesn't mean it's a scam.

2

I'm using marketing strategies that are proven to drive high sales volumes, and yes, many reputable companies do this, and yes, many scammers do this too. But if you take this [REDACTED] rather than the value I actually provide to society/the community, [REDACTED] They never actually got to know me as a person, or look at my captions or stories.

Yes, I am here to make money. I'm not going to hide that. But I am not here to make money at the expense of other people, rather I aim to earn it in exchange for value that I provide.

The advice for dropping the "lifestyle-coach angle" completely is absolutely something I can't do, as the entire reason I started my business was to share this message. This message is literally my genuine personality. And I didn't start a shop so people can support my artistic journey. I'm not here to ask for people to support me... I wanted to be here to share my experiences with others to enrich their lives by sharing the story of my journey with them. In this case, my art carries that message to the consumer. But without the "lifestyle-coach angle" I feel as if my art is empty and devoid of value. I don't want to sell clothes and things for the sake of selling clothes and things. Clothes alone don't help people with their problems, rather if I just sold clothes, I'm just competing as a commodity, and wondering whether or not my art is as good as someone else's, when I compare my follower or income growth to theirs. Clothes might help people feel better temporarily or emotionally, but clothes alone don't solve the roots of any problems. My Menhera Confidence Challenge wasn't just a book of dead information - It's a community, an interaction, a feedback loop, a private safe place, information on how to grow in the direction of confidence, fashion inspiration, and some of my clothes and accessories to top it off. It's the entire package of the message+art I want to give to people. And currently, I am working to build out more of my social media to create the reputation behind that project so it won't be looked at as a scam, but as a solution or valuable stepping stone in someone's journey.

The summit itself was one of those projects I am working on to be more accessible to the audience that don't yet know me, and won't be terminology that looks like "hard selling". The point of this summit is focusing on the stories provided by everyone and inspiring the audience to take inspiration from the journeys of others. This is free value to those who attend, and the incentive to pay is to support the artists contributing to the event. This is a mainly free value driven event, in which the audience will get to know me, get a deeper understanding of what I want to provide, and get value from the other speakers as well. Especially with so many other speakers involved, I won't be using anything "buzz" related or the like. The marketing is more universal.

But the marketing on my personal projects meant for my warm/hot audience is not something I will use for a cold audience who don't know me. As far as the confident menhera challenge goes, and the kawaii fashion page, I only share those on my IG and YT. I didn't ever share that on a FB group or an audience that didn't belong to me. Those pages were meant for my audience, and not others, so those who have come to you are likely people who just came across my page recently and haven't yet gotten to know me.

Anyways, sorry for the long email. I'm very passionate about the topic, and while the stuff I have out is controversial, I'm working everyday to create things to back it up. It's out there in the world as a proof of concept for me to work towards. In the meantime, it's up to me to deliver on my promises. As for the summit, it will definitely have language for a cold audience, so you won't have to worry about that.

Meridian

Evaluating My Actions vs. The Claims

Any breakdown or explanation I provide in response to the issues detailed in the email correspondence I still stand by today, and will allow that to represent how I feel about those matters. I won't make this document any longer by reiterating what I've already said, and still stand by, in the emails.

If you feel the need to ask me further questions about what I said in the emails, you are free to reach out to me via email at Meridian@Yumelixir.com and I can expound on it in a more organized fashion.

Any issues I didn't expressly address in detail, any issues that I do feel differently about now than when I wrote that email, or any issues that required me to do anything going forward in the future to vet my actions and intentions, I will detail below:

The main issues that still needed to be addressed are as follows:

1. This campaign made people in the community feel as if "[I was] only doing menhera to make money"
2. This campaign made people feel I was being scammy / scummy because I was using language that positioned me as a "expert" rather than "I am a person, and this is my personal, genuine story" ; some of the marketing language was "guilt-trippy"
3. I stated that dropping the "lifestyle-coach-angle" completely is something I cannot do.
4. When my peers try to defend me when someone views me negatively, OR when my peers decide to collaborate on projects I spearhead, I can negatively affect their reputation if I conduct myself in a way that is deemed untrustworthy by the community, audience, or my customers.
5. People who don't know me that well or are non-confrontational won't express their opinions to me when they believe I have done something wrong. But that doesn't mean their opinions do not count, or that the negative perception of my actions doesn't exist.
6. Why the heck did I even think creating and selling my Confident Menhera Challenge was a good idea in the first place? *No one said this to me or reported it to me, but I figured it was an unsaid issue that I probably should address in this document.*

Legend:

- 🎯: Objective statements; provable facts
- 🗿: Take this statement with a grain of salt; this is my opinion that cannot be *provable*

My defenses and/or how I have addressed the issues are as follows:

Issue #1 - Menhera Just For Money?

My personal investment in the Menhera community

🎯 While it wasn't long, I was publicly in the Menhera community as an indie artist offering accessories and socks for a little over a year before I created the Confident Menhera Challenge.

🗨️ In that year, I grew my following to 10K on IG (📍), so there's a considerable level of contribution that I made to the community for that many people to follow me. In comparison to the art that my peers create in the Menhera space, I don't feel as if my own art is "amazing" on its own or anything like that. I do believe that my follower count is highly correlated to how consistently I tied my personal story to my work.

📍 The entirety of my IG posted photos of my work, with extensive captions about my personal story, from struggles to goals. My followers who had the capacity to read my captions were of the closer people I interacted with (vs. the followers who just liked my pictures and kept scrolling). So those who know me, know why Menhera has significant personal importance to me.

At the time of writing this document, my [Yumelixir IG](#) is set to private, but if you'd like to read my captions from the posts leading up to the time I launched the Confident Menhera Challenge to evaluate my statement, please send me an email to Meridian@Yumelixir.com with your IG username, and I'll accept your follow request.

🗨️ Here is my back story detailing why fashion has been an integral part of my mental health journey: <https://www.meridiosyncrasy.com/live-stream-archive> (Scroll to "JULY 7, 2021 - FASHION & MENTAL HEALTH CHAT 📺") *I did speak often about this story when I live streamed on IG back when my store was active in 2018-2019. But since it's been a while, I'd have to dig for where I stored my live stream recordings, if I did download those ones. But this recent recording should suffice to show why Menhera is meaningful to me.*

My financial contributions & motivations in the Menhera community

📍 I will say that in 2018-2019, my main source of income was Yumelixir. So what I earned from selling Menhera items in my shop significantly impacted my financial need. I closed my shop in 2019 because I wasn't making enough to pay my bills.

🗨️ I truly believe that my financial need is what led me to the bad decisions I made in 2019 that negatively impacted the people around me.

📍 Despite the fact that my finances were heavily influenced by my shop earnings, I did contribute a significant amount of money, product, and time to help a fellow Yami Kawaii artist raise funds to buy a new drawing tablet, since their (this pronoun was chosen to keep them anonymous on this document) previous one broke, and they wouldn't be able to continue working as an artist if they couldn't get a new tablet. *I haven't documented the exact amount I contributed to this artist in an organized spreadsheet that can be viewed by the public. But I can take the time to do so upon request.*

At the time of writing this document, my [Yumelixir IG](#) is set to private, but if you'd like to view my story highlight detailing this exchange, please send me an email to Meridian@Yumelixir.com with your IG username, and I'll accept your follow request.

🌀 In addition to helping this artist, I did also host giveaways quite frequently, and therefore many people in the community benefited from receiving my products for free. From the top of my head, I know I gave away 15+ socks and \$300+ worth of clothing in 2019. I am not sure how much I gave away in 2018. This does not include the items I sent out to influencers. *I haven't documented the exact amount I gave away in an organized spreadsheet. But I can take the time to do so upon request.*

🌀 I am aware that giveaways benefit me by helping my social media following grow, but this doesn't take away from the fact that I spent time and money to send free product to people in the community, nor does hosting giveaways automatically = I am only 'in it for the money.'

🧺 Overall, I believe that the amount of product I giveaway to the consumers in the community typically exceeds the amount of product comparable independent artists giveaway.

My contributions to the Menhera community after going inactive in 2019, and before I reopen my shop in 2021

🌀 I've hosted several giveaways and have sent more than 50 packages to winners. These are people in OR new to the Menhera community, but not influencers. Documentation of these giveaways can be viewed here:

<https://docs.google.com/spreadsheets/d/1Wom0CENNOCr8VfLZve8JI8qJJ4JnjLn-HxE17uiMoAjY/edit?usp=sharing>

🌀 I've created a document (accessible through my link in bio) about Medi Kawaii (and the different terms, history, culture, etc) for people who found my content on TikTok and wanted to learn more about it. As I learn new information about the community that would be useful for others, I add onto the document. This is the document:

<https://docs.google.com/document/d/1WQ54tmfwPRH79IIU36Jlk8wSakeSSw0-Q5BfSS8JRtw/e/dit?usp=sharing>

🌀 For anyone needing mental health resources, I created a resource document that is accessible through my link in bio. I regularly add resources to this document. Anyone who wants to share mental health resources with others can easily share the link to the document as well. This is the document:

<https://docs.google.com/document/d/1NccOBQViPdQ50PEpGAHRc2zW0ED1rD9c3F2T1V72ub4/edit?usp=sharing>

🌀 When I reopen my shop at the end of Sept / beginning of Oct 2021, Yumelixir will not be a primary source of income for me. I run a completely different business that currently fulfills my financial needs, and any income I earn from Yumelixir will be side earnings. 🧺 I intend to stop social media activity and sales from my store whenever I am in a financial pinch, and focus on my main business instead. I want to keep Yumelixir separate from my financial needs, so I don't make the same mistakes I did in 2019.

Issue #2 - Fake Guru or Genuine Person?

🎯 I absolutely agree that the tone and verbiage I used in my sales page and emails positioned myself as an “expert” rather than “this is my personal story, come follow along on the journey”.

🗨️ I had no intention of offending anyone when I wrote it. But I now understand that, unless I have the experience, education, presence, and reputation of someone like Tony Robbins, people who don't know me will always view “expert” positioning as dubious. (Not sure why I didn't realize that, or think that was impactful before.)

🗨️ I don't think there's anything inherently wrong with a business existing that way or marketing that way, but I have decided that I don't want to use this tone or verbiage in **my** business. Even if my warm/hot audience perceives me as someone they can trust to ask advice from, I don't want to alienate a colder audience (in a negative way).

🗨️ Because my marketing expertise lies more in the visual aspects rather than copywriting, I understand that the tone and positioning I used was guilt-trippy / gaslight-y despite my intention to encourage people to make a change by providing a solution. In my email, I said I was able to ID one email that was written this way, but I now realized that I failed to understand that the entire tone (not just a few lines) can be invalidating.

🗨️ If ever I create something that repels a certain audience, I want to be sure it's because that audience clearly feels “it's not for them” instead of feeling like I was invalidating them, guilt-tripping them, or gaslighting them.

🎯 After receiving this email correspondence, I have not used this tone or verbiage to market any projects or products. In fact, I went back to all physical products after that, so any “fake-guru” verbiage had no place in anything I released later on.

🗨️ I stand by my statement in the email correspondence that I need to focus on giving more to the community in order for the audience to perceive something like my Confident Menhera Challenge as valid and valuable. However, I don't plan on making or selling anything like the Confident Menhera Challenge ever again. I instead plan to share my story and experiences by combining it with my fashion content on social media. My advice will be free for anyone to watch, and they can take it or leave it whether or not it applies to them.

🎯 Because of this experience, I do make effort in my live streams to clarify that my story and examples of things I tried are my own experiences, and that things can be different for them and might not work out. I encourage people to find other creators to hear their opinions and experiences as well, and to allow themselves the freedom of trying things out without needing to feel committed to trying to make one thing work for them just because it worked for me.

Here are some recent live stream recordings to show this effort:

<https://www.meridiosyncrasy.com/live-stream-archive>

- JULY 28, 2021 - STARTING A SHOP / BIZ ADVICE 🎁

- AUGUST 7, 2021 - GRWM Q/A 📺

🗣️ I won't say that how I spoke in these live streams is perfect. But I do believe this is an improvement upon the "fake-guru" verbiage I used when I was selling my Confident Menhera Challenge.

Issue #3 - Drop The "Lifestyle-Coach" Angle

🗣️ In the email, I said that I absolutely couldn't drop this angle because I felt that doing so would personally make me feel devoid of meaning when creating my art.

🗣️ After time has passed, and now re-reading this correspondence, I realized I completely missed the point of what my peer was saying.

🗣️ They said, "...completely drop the lifestyle-coach angle and instead, keep the same content but go for a 'This is my personal, genuine story' and a 'help me continue my artistic journey!' angle for sales."

🗣️ The biggest things I missed in this statement when I wrote that email previously were "keep the same content" and "for sales."

🗣️ For some reason, when I replied to that email back then, I equated "drop the lifestyle-coach angle" with "not being able to tell my story or bring any valuable life advice or experience to my audience." Also, I completely just missed the "for sales" end of their sentence.

🗣️ There is absolutely no reason why I need to position myself as an expert or someone who has "the" answers. Whether I am selling advice (🗣️ not that I plan to try this again) or just integrating it into my free content, it's quite easy for me to just provide "some" answers or "a" answer or even "consider this" as an answer.

🗣️ Positioning myself as "an option" rather than "the option" doesn't take away from my ability to tell my story or contribute advice or support or anything meaningful to the community.

Issue #4 - Soiling Reputations

🗣️ When I launched my Confident Menhera Challenge, I didn't think anyone would perceive it negatively. And I certainly didn't think that my peers in the Menhera community would be receiving private messages about me in response to my challenge. This was the first time I realized that my actions had the potential to affect the reputations of my peers.

If any of my peers reading this receive messages from people who are upset with my actions, please let me know right away so I can address them. If my peer who brought up the issue about my Confident Menhera Challenge never said anything to me, I would have never even known it was an issue in the first place. *From how long this document is, there are obviously a lot of issues I caused that needed addressing.*

🎯 Due to the numerous bad decisions and mistakes I made in 2019, I created my [Notice Board](#) (accessible in my link in bio) in order to be sure that I am properly addressing anything that I have done that has negatively impacted the community, my audience, or my customers. 🗨️ I don't want to make these mistakes again when I reopen my shop.

🎯 This document is just one of many I've written to make sure I really spent time to go through and address the problems I have caused.

🗨️ I intend to address problems in this way in the future, should I cause new issues. And the new documents will be posted to my Notice Board for my audience to view, and keep me accountable. If I cause problems, I want to make sure that I address it.

🎯 There is no need for my peers to address it, nor any need for them to defend me or vouch for me. If there's anyone who has been negatively affected by my actions, I need to be the one to make up for it, not my peers or my friends. While it's nice to have support, it's ultimately my responsibility and shouldn't burden others.

🗨️ Additionally, I plan to link my Notice Board on all my product descriptions, my shop website footer, my confirmation emails, and my YT video descriptions. I want to make sure this Notice Board is accessible to everyone who shows support for me and my brand, whether following me on social or actually purchasing my products. (Will update to 🎯 when the links have been added to the locations listed).

🎯 It should be clear for the audience to be able to evaluate the reputation I have created, so they can make a decision on whether or not they want to support me going forward.

Issue #5 - Invisible Negative Impact

🎯 Just because my audience doesn't directly tell me there is an issue with the actions I've taken, doesn't mean that my actions haven't negatively impacted people. It just means no one has brought it up to me directly.

🗨️ In order to make sure that issues I cause are actually addressed to me, I intend to make it clear that everyone is encouraged to send in their feedback, especially if I have done something that negatively impacts them, the community, my audience, or my customers. Anywhere that I intend to link my Notice Board, I will accompany the link with instruction to provide feedback (verbal or written). I want people to know that I take the trust I earn seriously, and will address issues, but I need to know about them in order to address them.

🗨️ Undoubtedly, inviting feedback to call out issues I cause has the potential to overload me with "Karen" or "Dave" type of complaints. But I will do my best to filter out the issues that truly cause a negative impact and address those.

I do ask for patience in the time it may take me to address issues I have caused, 🎯 since I do have to spend the main portion of my time running my other business that pays my bills (my first priority). So when I work on my social media or brand during my free time, that is the time allotted to me to address any reported issues.

🗑️ Should issues arise that truly cause a negative impact, I will be sure to put any projects on hold, so I can spend adequate time addressing the issues before moving back to my projects.

🎯 Because my social media and shop are not my primary source of income (at the time of writing this document), there is no reason NOT to put my projects on hold until I properly address issues I cause.

Issue #6 - Why Did I Even Think My Confident Menhera Challenge Was A Good Idea In The First Place?

Disclaimer: I will be using the terms “Menhera” and “Yami Kawaii” in this Issue #6 section, as these were the terminology I was using back in 2018-2019. Since I am detailing my thought process from back then, I will use these terms. But the terms might not be used in the correct context for what they actually mean. For more details on the different terms used under the Medi Kawaii umbrella, please refer to my [Medi Kawaii Resource Document](#).

🎯 Prior to launching my Confident Menhera Challenge, I was selling physical products like handmade accessories and socks, and this was welcomed by the community as more people were looking for Menhera / Yami Kawaii clothing and accessories.

🗑️ Due to my financial needs at the time, I felt as though adding digital products to what I offered would help me to earn more income without incurring the cost of physical products. I was still selling physical products, but wanted to put out something that could help me earn more income.

🎯 If the challenge sold well, the financial benefits of it being a digital product would include:

- Not having to spend time or use supplies physically make it when it was ordered
- Not having to stock inventory for it / needing to order and wait for supplies if it ran out
- Not having to ship the product to the customer / instant access
- If the challenge consistently sold, then I would actually have more time and money to work on new physical product designs without worrying about my bills as much

🗑️ In addition to the financial benefits, I felt as though I wanted to do more than just tell my story in my IG captions and IG live streams. I wanted to create something that could help others achieve tangible results (ie: develop habits to healthily tackle self-destructive thoughts, like I faced when I was younger)

🗑️ If the challenge was valuable to the customers and well received in the community, the personal fulfillment I derived from the project would include:

- Helping people to tackle their struggles with low confidence or self-esteem
- Teaching people to practice separating how they feel about themselves vs. how things actually are (learning to unpack clouded judgement and self-hate)
- Creating a community of people who would be in the challenge / have taken the challenge that could support each other in this journey
- Seamlessly tying in Menhera fashion with their confidence journey as a healthy creative outlet and coping mechanism; bridging the gap to trying out the fashion if you're anxious about standing out in public
- Providing a structured way / clearly defined path to develop the skill of building self-esteem (as opposed to small tips sprinkled into my social media content)

 Given that I believed in the value it could provide, I saw no issue with earning money from people buying it. My intent was for it to be a win-win situation, where people would benefit from the content I created, and I would benefit by having an asset that would help me pay my bills.

 If lots of people bought it, and felt as though the content in the challenge didn't bring them the value bulleted above (ie: because my content sucked and didn't provide any useful information), I would have definitely refunded them. Just as if someone was unhappy with physical products they receive, they could return it for a refund as well.

(  ?) I don't think there is anything inherently wrong with selling a digital course about building confidence. Just like there is nothing wrong with lots of people who create courses and sell them on Udemy, Teachable, or SkillShare. On those platforms, there are also lots of courses about mental health and personal development.

 The issue was how I marketed the course, as described in the above documentation.

 And the following issue would be whether or not the course content itself could actually help people; Was the content actually worth the cost of buying it?; Does my experience even qualify me to create and sell it?

Since it didn't sell ( only one person bought, and they were refunded),  I felt as though no one perceived the content as valuable due to two reasons:

-  I haven't given enough to the community for them to believe that the content I created could actually help
-  The price point of the challenge was too high. I could have sold it as a digital only product, and set the price lower, but I tried to stack more and more into what they would receive, so I could justify pricing it higher.

 After the campaign ended, I never brought this up again, since I know it wasn't perceived as valuable / no one in the market wanted it. If I tried to push it, it would be more about forcing it down the throats of my audience for the money rather than believing it was a win-win situation.

🗨️ Going forward into the future, I do not intend to sell the challenge at all. I realize my naivety from before, and understand that I'm not qualified to *sell* a challenge like this. I am an artist telling my story through the content I make, NOT a certified professional creating thought-provoking content that discusses mental health. If I ever do host the challenge, (should anyone want me to do it), it'll be free for people to join, since I don't need the money (🎯) that could have come from selling it as a course. My other business pays my bills, so if I host the challenge in the future, it would be for the purpose of helping people / contributing to the community in a positive way, and not having any money attached.

🎯 Instead of repeating the mistake of trying to share that I have "the" answer, I will tell my story as "an" answer, and [provide resources to other creators](#) who the audience can gain insight from, so they can come up with their own answers that best apply to them.

The Confident Menhera Challenge Content

The previous section broke down everything wrong with the marketing angle I used when promoting my Confident Menhera Challenge. But was the content of the challenge itself actually valid or useless?

Since no one bought it to give me feedback on whether or not the content was helpful, I don't actually know. I still believe the concepts I talk about in the content are valid, but agree that the way I positioned myself was the wrong way to go about it, and that I was not qualified / educated enough to put together a truly robust program. Again, I have no intention to ever sell it in the future.

Should anyone want to evaluate the content for themselves, I have linked it below.

TW ⚠️: As stated above, when I put this marketing and content together, I positioned myself as an "expert" which is arrogant and inconsiderate due to the fact that this information is just my experience. I am not a medical professional, and am not certified in any mental health studies. My intentions when creating and marketing this was to contribute something meaningful and useful, but in my naivety, the way I deliver the content is laced with guilt-tripping or gaslighting verbiage. I don't want anyone to be negatively impacted this way if they go through this content, so please don't access the information below looking for "advice"; I have linked the information below for critical feedback.

Marketing

- IG feed posts promoting my live motivation live stream series (people would go to my link in bio to register for the live stream + get the study guide and workbook via email optin)
<https://drive.google.com/drive/folders/10W7ocwWbTvFZPGb56yY2GUFDAMeqR1c2?usp=sharing>
- Recordings of my motivation live stream series
<https://drive.google.com/drive/folders/1adQBWbbJARqx-UB-6v9GUWU3eVsYaJa1?usp=sharing>
- Transcriptions of the live stream content (may be out of chronological order)
<https://drive.google.com/drive/folders/1KWP4GjOMPfXRmiQ4DYtldNGsYxG5LkZL?usp=sharing>
- Study guide to accompany the live streams (emailed to people who registered for notifications about the live stream)
https://drive.google.com/file/d/1nBy3BC-06Xh5AHLAJDQgzwr4_ss6l575/view?usp=sharing
- Workbook to accompany the live streams (emailed to people who registered for notifications about the live stream)
<https://drive.google.com/file/d/1leyGAASnE9nPQR5XsW6jqao3USKO6Hkn/view?usp=sharing>

- The livestreams led up to me launching the Confident Menhera Challenge. Here's the sales page.
<https://drive.google.com/file/d/1Q8IPUHWJNKfmkmR1HloDMTYLVtL9ViMQ/view?usp=sharing>
- For the people that registered for the motivation live stream series, they received emails after the live streams were over to let them know about my Confident Menhera Challenge. Here are the emails:
<https://docs.google.com/document/d/1UGFe1QbxGJ5Zex0jmW9b0ouKTaQ1ou5qeXENcBKblmo/edit?usp=sharing>

Challenge Content:

- 21 Day Challenge Videos
https://drive.google.com/drive/folders/1gvgkiKjh_hV1Cp3KJqpXtXg5rCc91yg?usp=sharing
- Video Transcripts
<https://drive.google.com/drive/folders/1wdp-AeD673zm1sIMfi2VZwOONoW5pZJe?usp=sharing>
- Challenge Workbook
<https://drive.google.com/file/d/1-28RMxJ6Jvq-GqmoD5H99T0P1Ox05hT6/view?usp=sharing>

Conclusion

Issue #1: Menhera Just For Money?

Solution #1: I have documented why Menhera is meaningful to me, as well as my efforts to contribute to the community.

Issue #2: Fake Guru or Genuine Person?

Solution #2: Never again will I sell anything that teaches about the subject of mental health or personal development. I will stay in my lane, and just share my experiences and stories in conjunction with my fashion content.

Issue #3: Drop The “Lifestyle-Coach” Angle

Solution #3: I have a better understanding of the advice my peer gave me in the email correspondence and completely agree. There is no reason to position myself as a “lifestyle-coach”, as this doesn’t prevent me from opening topics of discussion that matter to me through my art.

Issue #4: Soiling Reputations

Solution #4: I will make it clear to my peers to forward me any issues that others may be having with me. It’s not their job to defend me or clarify things for others on my behalf.

Issue #5: Invisible Negative Impact

Solution #5: To better address the issues that I cause, I have created my Notice Board, and will create a system to facilitate feedback, so I am able to address problems that may have otherwise gone unsaid.

Issue #6: Why Did I Even Think My Confident Menhera Challenge Was A Good Idea In The First Place?

Solution #6: I wanted to make an impactful contribution to the community and earn income to pay my bills in exchange for the value I created. I realize now, this is arrogant of me to think I would be able to create something of the level of impact I desired when I was the one in need. I have since created financial stability outside of my artistic endeavors, so I no longer will create projects out of financial need. Should I conduct any project of this nature in the future, money will not be attached to it, to show my intentions are clearly not motivated by money.

From the context above, I have condensed the information into Issue and Solution as simply as I could.

Again, I want to express my deepest apologies to anyone who was offended or negatively affected by my actions detailed in this document. If after reading this document in full, you feel I have not properly addressed the issue reported, then it’s completely understandable if you don’t accept my apology and do not wish to support me or my brand in the future.