

# PRODUCT VISION KIT

## Product Outline:

Product	Mission
<p><b>I Am HER movement</b></p> <p>I am HER is about empowering the everyday women to step into new possibilities for herself and her life.</p> <p><b><i>"This is a new era of women realising their worth &amp; accessing abundance like never before."</i></b></p> <p>You do not need to strive to be come anybody else or like another version of you- you are perfect and powerful as you are. Embodying all of your authentic self is your power.</p> <p>I believe when women can take up space individually as our true selves, without fear- we co-exist in a way that liberates others around us.</p> <p>This is why I am inviting you, the I AM HER woman to rise with me.</p> <p>As a collective may we see the everyday woman rise into her uniqueness &amp; radical self confidence.</p> <p>A woman who knows WHO SHE IS and WHAT SHE IS HERE TO DO is a force to be reckoned with.</p> <p><b>'I am HER' exists to help women:</b></p> <ul style="list-style-type: none"> <li>• Realign with their purpose</li> <li>• Build a values-based lifestyle</li> <li>• Create and access abundance from the inside out</li> </ul>	<p>Society has disempowered women by teaching us to stay silent, sit pretty &amp; to do as we're told. As a result, we've seen generations of women allow their dreams to die and their voices to be muted because they were never given the permission or space to bring them to life.</p> <p>We live in a time when it often feels easier to play small, hide in the background and dim your light to fit in. Even when the desire to expand, grow and pursue more is burning inside you, it often feels too overwhelming to take the leap into the unknown.</p> <p>The reason why so many women find themselves living lives they are never fully content with is because <b>they've disallowed themselves from truly desiring what they actually want.</b></p> <p>Women have been told to play it safe, to avoid risks, to not make a fuss</p> <p><b>Our Values</b></p> <p>The heart of 'I am HER' is about empowering women to</p> <ul style="list-style-type: none"> <li>&gt; shamelessly and unapologetically take up space in the world</li> <li>&gt; To boldly pursue her dreams, to dare to make an impact in her world, to be authentic to her desires and to put herself first... because when she does,</li> <li>&gt; SHE BECOMES THE BEST VERSION OF HERSELF &amp; her world expands</li> <li>&gt; Loving &amp; leading, leaving a legacy the <i>feminine way</i> - through nurturing, gentleness and compassion.</li> </ul>

<ul style="list-style-type: none"> <li>• Develop unwavering self trust to make empowered decisions for herself</li> <li>• Cultivate their own authority &amp; voice to be able to speak out and lead</li> <li>• Create financial freedom through developing a healthy relationship with money</li> <li>• Become equipped with the tools to become self-sufficient no matter what life throws at her</li> <li>• Feminine leadership in all areas of life &amp; business</li> <li>• Empowering women with knowledge and connections to support them with their hormonal cycles</li> <li>• Contributing to the collective</li> <li>• Protecting and preserving the earth and its resources</li> <li>• Sustainable models of personal and professional growth</li> </ul> <p>Join the movement by participating in our events for MIND, BODY &amp; SOUL.</p> <p>Experience breakthrough through connections, community &amp; creativity.</p> <p>Find yourself in the story of another. You are HER, she is YOU.</p>	
Target Audience	Problems we tackle
<p>The everyday woman who knows <i>she is made for more</i></p> <p>The woman who wants to become more confident in all areas of her life, embodying the highest version of herself in her career, business, relationships, finances, self expression, health &amp; wellbeing.</p>	<p>'I am HER' exists to help women</p> <ul style="list-style-type: none"> <li>- Realign with their purpose</li> <li>- Build a values-based lifestyle</li> <li>- Create and access abundance from the inside out</li> <li>- Develop unwavering self trust to make empowered decisions for herself</li> <li>- Cultivate their own authority &amp; voice to be able to speak out and lead</li> <li>- Create financial freedom through developing a healthy relationship with money</li> <li>- Become equipped with the tools to become self-sufficient no matter what life throws at her</li> </ul>

	<ul style="list-style-type: none"> <li>- Feminine leadership in all areas of life &amp; business</li> <li>- Empowering women with knowledge and connections to support them with their hormonal cycles</li> <li>- Contributing to the collective</li> <li>- Protecting and preserving the earth and its resources</li> <li>- Sustainable models of personal and professional growth</li> </ul>
<b>Story</b>	<b>Script</b>
	<a href="https://witty-musician-9636.ck.page/a33f6b2f82">https://witty-musician-9636.ck.page/a33f6b2f82</a>

# I Am HER: Meets

## Activities

MIND	BODY	SOUL
<ul style="list-style-type: none"> <li>- Workshops</li> <li>- Book club</li> </ul>	<ul style="list-style-type: none"> <li>- Badminton</li> <li>- Walk/ run</li> <li>- Hike</li> </ul>	<ul style="list-style-type: none"> <li>- Coffee dates</li> <li>- Energy work</li> </ul>

## (Post event Checklist)

### I AM HER Testimonies

Administration		
To do	Ideas	Testimony Format
<ul style="list-style-type: none"> <li><input type="checkbox"/> Duration of filming needs to be confirmed</li> <li><input type="checkbox"/> Look into quotes with DeliVisuals</li> <li><input type="checkbox"/> Find an in-house photographer for I AM HER</li> <li><input type="checkbox"/> Create questions for the testimonies</li> <li><input type="checkbox"/> Create dropbox for BROLL</li> <li><input type="checkbox"/> Purpose of testimonies</li> <li><input type="checkbox"/> WHAT DOES IT MEAN TO BE AN 'I AM HER' WOMEN?</li> </ul>	<p>I AM HER SOCIALS / "RENDEZVOUS"</p> <ul style="list-style-type: none"> <li>- Have a social every quarter</li> <li>- Purpose: get I AM HER Women together [those who are interested in the movement]</li> </ul>	<p>Questions to be asked for the testimonies</p>
Marketing		
	Finances	Socials
This will be an ongoing campaign	Contribute where we can Find sponsors	
Community		
I AM HER Women		
Dates		

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<b>EMAIL INVITE COPY</b>
<b>SUCCESS EMAIL - COPY</b>
<p><b>Congratulations!</b></p> <p><b>I'm so excited to see you at THE GATHERING.</b></p> <p>Connect, meet like-minded women, exchange stories &amp; share in the heart of the movement including collaboration opportunities and more.</p> <p>Light snacks &amp; refreshments provided</p> <p><b>LOCATION:</b> StudioHER - Seven Hills, Sydney (parking available at Seven Hills station - site located underneath "Master Tutor")</p> <p><b>TIME:</b> 2:30 - 5:30pm</p> <p><b>COST:</b> Free</p> <p><b>If you have any questions or concerns - please contact 0450770259 (Nicole)</b></p> <p><b>See you there!</b></p>
<b>UNLISTED INVITATION VIDEO LINK - <a href="https://youtu.be/INzrThqa4tE">https://youtu.be/INzrThqa4tE</a></b>
<b>RSVP LINK - <a href="https://nicoleconcepcion.ck.page/dfbc91101d">https://nicoleconcepcion.ck.page/dfbc91101d</a></b>

**Product Outline:**

Product	Purpose
<h1 style="margin: 0;">I Am HER Journal</h1>	<p><b>To encourage the everyday woman to aspire to become the very best version of herself in all areas of life. When she is at her best, she is the most successful, abundant &amp; wealthy on the inside &amp; out.</b> The practice is to learn to love, appreciate &amp; experience the abundance here and now so as to shift her state into that of receiving &amp; expanding. Without a genuine appreciation for your</p>

	<p>current reality, you cannot call in a different reality. Loving &amp; deeply accepting the woman you are today is the first step to becoming the woman you aspire to become.</p> <p><b>To harness her creative power.</b> She writes as if she holds a magic wand that grants her whatever she calls upon. She does not use words lightly. She knows her creative power. To give herself permission to aspire to be, do and have more because she deserves it and is capable of creating it. She holds creative power to change her current reality &amp; create anything she desires. She writes as if her desires are already hers.</p> <p><b>To take back her power &amp; unleash her voice.</b> She explores her thoughts and understands herself &amp; her world deeper through the practice of writing. Being with herself &amp; understanding herself deeper to make more aligned decisions. She takes the time to write because it grounds her &amp; reminds her that she is in control of her experiences. Nothing is ever out of her control. She uses journaling as a way to tap back into her power.</p> <p><b>To guide her through the transformational &amp; healing practice of intentional writing/ journaling.</b> When she writes, she is able to articulate her innermost thoughts and feelings. Through this expression, she discovers areas of healing, has breakthroughs &amp; realisations that change the course of her life. She relies on this self-led and soulful clarity to guide her through all of life's seasons. Whatever is revealed to her through her journal practice is an opportunity to grow, evolve &amp; transform into a better version of herself</p> <p><b>To allow her to shamelessly express herself &amp; practice having her own back even if nobody else gets it.</b> She doesn't need anybody else to understand her or hear her out. She backs herself shamelessly &amp; is unapologetic about she says. She knows what she writes, holds truth and she is intentional with her words because of it. This journal provides a safe</p>
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	space for her to share her wildest dreams, come up with her best ideas.
Landing page	
<a href="https://amethyst-butterfly-61e.notion.site/I-AM-HER-Journal-1261cb81f46d8093bdoeed4476a337f5?pvs=4">https://amethyst-butterfly-61e.notion.site/I-AM-HER-Journal-1261cb81f46d8093bdoeed4476a337f5?pvs=4</a>	
Target Audience	Price
<p>The everyday woman who wants to get into journaling as a way to know herself deeper &amp; reflect on her progress. She is into personal development &amp; wants to become her best self.</p> <p>The everyday woman who has big dreams but no clue how to accomplish them. Journaling helps her define what she wants &amp; tune into her own power to create it.</p> <p>The female entrepreneur who actively works on herself &amp; journals often to help herself visualise her desires and clear her mind.</p>	<p>\$17 (launch, discounted), \$24.99 (full priced) <b>TBC</b></p>

**Details:**

<b>Date</b>	
<b>Product details</b>	<b>Product details</b>  <b>ASIN</b> : B0BS3TGXFH <b>Publisher</b> : Independently published (January 5, 2023) <b>Language</b> : English <b>Hardcover</b> : 249 pages <b>Item Weight</b> : 15.5 ounces <b>Dimensions</b> : 6 x 0.75 x 9 inches <b>Best Sellers Rank</b> : #8,244,440 in Books ( <a href="#">See Top 100 in Books</a> )
<b>Duration</b>	
<b>Where</b>	
<b>Ticket cost pp</b>	\$17 (launch, discounted), \$24.99 (full priced) AUD
<b>Funding cost approx</b>	



**Design:**

<b>FRONT COVER</b>	<ul style="list-style-type: none"> <li>- Line work, FEMALE, mysterious &amp; confident, goddess like, minimal</li> <li>- <b>MILANOTE BOARD:</b> <a href="https://app.milanote.com/1OA5TI1WMAKoeB?p=...">https://app.milanote.com/1OA5TI1WMAKoeB?p=...</a></li> </ul>
<b>INSIDE COVER</b>	<p><b>Inside the front book cover: i like the gold, grey combo. It embodies this “ALPHA, GODDESS, SERIOUS BUT FUN AND FLOWY” vibe.</b></p> <ul style="list-style-type: none"> <li>- <a href="https://onlywallart.com.au/products/modern-abstract-wall-art-marble-color-16-designs-large-size?variant=40562704416918&amp;currency=AUD&amp;utm_medium=product_sync&amp;utm_source=google&amp;utm_content=sag_organic&amp;utm_campaign=sag_organic">https://onlywallart.com.au/products/modern-abstract-wall-art-marble-color-16-designs-large-size?variant=40562704416918&amp;currency=AUD&amp;utm_medium=product_sync&amp;utm_source=google&amp;utm_content=sag_organic&amp;utm_campaign=sag_organic</a></li> <li>- <a href="https://www.123rf.com/photo_125282591_gold-white-and-black-stains-background-marble-texture-black-holes-concept.html">https://www.123rf.com/photo_125282591_gold-white-and-black-stains-background-marble-texture-black-holes-concept.html</a> (THIS WEBSITE SEEMS INTERESTING TOO FOR IMG DOWNLOADS)</li> <li>- <a href="https://onlywallart.com.au/products/modern-abstract-wall-art-marble?variant=40557817364630&amp;currency=AUD&amp;utm_medium=product_sync&amp;utm_source=google&amp;utm_content=sag_organic&amp;utm_campaign=sag_organic&amp;utm_campaign=gs-2021-09-06&amp;utm_source=google&amp;utm_medium=smart_campaign&amp;gclid=CjwKCAjwg5uZBhATEiwAhhRLHo1Gvon1KSjv-LZb55K-zMx_LQINQODSXVVBZvvYch9nV8TnZNQI7BoCjCEQAvD_BwE">https://onlywallart.com.au/products/modern-abstract-wall-art-marble?variant=40557817364630&amp;currency=AUD&amp;utm_medium=product_sync&amp;utm_source=google&amp;utm_content=sag_organic&amp;utm_campaign=sag_organic&amp;utm_campaign=gs-2021-09-06&amp;utm_source=google&amp;utm_medium=smart_campaign&amp;gclid=CjwKCAjwg5uZBhATEiwAhhRLHo1Gvon1KSjv-LZb55K-zMx_LQINQODSXVVBZvvYch9nV8TnZNQI7BoCjCEQAvD_BwE</a></li> </ul>
<b>FIRST PAGE</b>	<p><i>There are no lines or rules for how to use this journal, only blank pages and limitless possibilities. May you let your imagination run wild, your best and most brilliant ideas, life-transforming revelations &amp; soul-filled entries fill these pages. You're not here to be boxed in. You're here to take up space and be the shameless, unapologetic, confident &amp; radiant YOU that you are.</i></p>
<b>CONTENTS</b>	<p><b>Disperse quote pages out evenly across the total number of pages (5 SECTIONS)</b></p> <p><b>Each quote page has a main quote in header text with a brief blurb explaining the concept of the quote</b></p> <p><b><u>5 quote pages :</u></b></p> <p><i>Think of everything you desire to have, experience or become. The only thing between you and that thing is PERMISSION. It's not the lack of money or time. It's your inability to give yourself permission to pursue it, build it, create it and ultimately have it. So long as you don't give yourself permission, you can never access the things you desire.</i></p>


	<ol style="list-style-type: none"> <li>1. <b>SHE aspires to become the very best version of herself in all areas of life. When she is at her best, she is the most successful, abundant &amp; wealthy on the inside &amp; out.</b>  She is on a lifelong journey of learning to love, appreciate &amp; experience every moment for what it is. She is present with her reality and she finds beauty in it always. Through a state of constant openness, receiving and gratitude, she expands her life. She loves herself, her life and others around her unconditionally because she knows this is the key to experiencing abundance.</li>   <li>2. <b>SHE knows her creative power &amp; she uses it daily.</b> She writes as if she holds a magic wand that grants her whatever she calls upon. She does not use words lightly. She knows her creative power. She gives herself permission to aspire to be, do and have more because she deserves it and is capable of creating it with her own will. She is able to change her current reality &amp; create into existence the desires of her heart. She writes as if her desires are <i>already</i> hers.</li>   <li>3. <b>SHE has powerful thoughts &amp; she is intentional with them.</b> She knows she is in charge of her destiny and that her thoughts dictate her experiences. She explores her thoughts and doesn't believe them all to be true. She uses her thoughts to navigate herself and understand her world deeper. She uses her thoughts to shift her state. She is not afraid to be with herself. She is most powerful and influential when she is connected and aligned to what matters to her most. Her decisions are always grounded with intention.</li>   <li>4. <b>SHE is unapologetic about her healing.</b> When she feels weak or disoriented, she takes the time to write because it grounds her &amp; reminds her that she is in control, always. Nothing is ever out of her control. Directing her thoughts taps her back into her power. When she writes, she is able to articulate her innermost thoughts and feelings. Through this expression, she discovers areas of healing, has breakthroughs &amp; realisations that change the course of her life. This practise strengthens her ability to self-lead and find soulful clarity through all of life's seasons. She is open-minded to what she will uncover and she sees every discovery about herself as an opportunity to grow, evolve &amp; transform into a better version of herself</li>   <li>5. <b>SHE takes up space.</b> She does not shy away, hide her light or play small. She allows herself to shamelessly express herself and have her own back even if nobody else gets it. She doesn't need anybody else to understand her or hear her out. She backs herself with unwavering confidence &amp; is unapologetic about all she says. She is clear on what she values and she does not make compromises. She gets what she wants because she holds it</li> </ol>
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	<p>with conviction. She is unafraid to dream, expand and push boundaries because she knows she is supported.</p> <p>She finds peace, safety and assurance in being grounded in her own truth. She doesn't worry about other people's opinions and has no time to compare herself to others. She is in her own element and she is uniquely unmatched. She follows her path and stays faithful to the course. Her confidence gives other people permission to be themselves and the courage to find and live their own truth. She knows the best version of herself is her most authentic self.</p>
<b>CENTREFOLD</b>	<p><b>2 page spread in the centre of the journal:</b></p> <p><b>*QUOTE PLACEMENT to complement the design*</b>  <i>Everything you think you need is already inside of you. <u>Lean in and discover the wonder of who you are &amp; what you are truly capable of if you really let yourself be HER.</u></i></p> <ul style="list-style-type: none"> <li>- A female who has arms thrust behind her, chest forward, and from her chest is a beaming explosion of stars (galaxy), universe - <b>showing how EVERYTHING you desire lies inside of you, your power is within</b></li> </ul>
<b>LAST PAGE</b>	<p><i>Special thanks to Monique Manese &amp; Clair Espinola for helping to make a seemingly impossible dream become a reality.</i></p>
<b>BACK COVER (not set on if this is a design or just an icon)</b>	<p><b>*SIMPLE DIAMOND/ STAR SYMBOL IN THE MIDDLE OF THE BACK*</b></p>
<b>Other features</b>	<ul style="list-style-type: none"> <li>- Total # of pages split into 5 sections, NO LINES</li> <li>- Each section is split with a full quote page</li> <li>- Centrefold is a 2 page graphic design (w/ clair)</li> <li>- Linen type hardcover</li> <li>- Embossed cover print</li> <li>- Off-white pages (not plain white please)</li> <li>- Blank pages to be added in 2 sections</li> <li>- Gold Ribbon attached as a bookmark</li> <li>- Look into how much \$ extra it might cost to colour the edge of the pages in gold, if out of budget - we will leave this option out</li> <li>- Same as above ^ look into what it would be like to add a flap or pocket in the front or back</li> </ul>

**Other:**

<b>To do</b>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> <del>Dimensions</del></li> <li><input checked="" type="checkbox"/> <del>Cover Design Inspo - reach out to Clair</del></li> <li><input checked="" type="checkbox"/> <del>Interior - Specifics you want/design inspo</del></li> <li><input checked="" type="checkbox"/> <del>Hardecover</del></li> <li><input checked="" type="checkbox"/> <del>No. of pages approx</del></li> <li><input checked="" type="checkbox"/> <del>No. of journals</del></li> <li><input checked="" type="checkbox"/> <del>Budget</del></li> <li><input checked="" type="checkbox"/> <del>Sales Page/LP Copy</del></li> <li><input checked="" type="checkbox"/> <del>KDP Template from Amazon</del></li> </ul>
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**Relevant links:**

<b>Loom walkthrough</b>	
<b>Amazon Checkout</b>	US CHECKOUT / I AM HER HARDCOVER <a href="https://a.co/d/4rweFAi">https://a.co/d/4rweFAi</a> AU CHECKOUT / I AM HER SOFTCOVER
<b>Launch Kit AKA Copy</b>	
<b>Canva</b>	<a href="https://www.canva.com/design/DAFLIqkOLAo/MMmVmS-hwJ7_tJg2Kx-eEQ/edit?utm_content=DAFLIqkOLAo&amp;utm_campaign=designshere&amp;utm_medium=link2&amp;utm_source=sharebutton">https://www.canva.com/design/DAFLIqkOLAo/MMmVmS-hwJ7_tJg2Kx-eEQ/edit?utm_content=DAFLIqkOLAo&amp;utm_campaign=designshere&amp;utm_medium=link2&amp;utm_source=sharebutton</a>
<b>Stripe link/Promo Code</b>	
<b>Milanote</b>	
<b>Documents</b>	
<b>Printing Companies</b>	<a href="https://www.theprintinghub.com.au/contact/#contactform">https://www.theprintinghub.com.au/contact/#contactform</a> <a href="https://minuteman.com/au/locations/nsw/penrith/quote">https://minuteman.com/au/locations/nsw/penrith/quote</a>
<b>KDP Amazon</b>	
<b>DMS Brief</b>	 DMS Brief: I AM HER Journal
<b>Cover Tutorial</b>	<a href="https://www.youtube.com/watch?v=uiGHUDeufjw">https://www.youtube.com/watch?v=uiGHUDeufjw</a>

## Timeline of Events

Main milestone dates [ie. earlybird, final push, deadlines]

Date	Milestone
<b>OCTOBER</b>	7th: INTERIOR DUE 14th: COVER DUE  24th: FIRST DRAFT CHECK 24th: MOCK COVER PHOTO/INTERIOR
<b>NOVEMBER</b>	21: FINAL JOURNAL DUE - PRINTED
<b>DECEMBER</b>	<b>x1 PRINTED COPY DUE FOR BK EVENT</b>  DRAFT CHECK AND EDITS <ul style="list-style-type: none"> <li><input type="checkbox"/> CUSTOMER JOURNEY EXPERIENCE OUTLINE DUE</li> <li><input type="checkbox"/> ALL EMAIL TEMPLATES DUE</li> <li><input type="checkbox"/> ALL CAROUSELS DUE</li> <li><input type="checkbox"/> EVENTBRITE BANNER DUE</li> <li><input type="checkbox"/> EMAIL BANNERS DUE</li> <li><input type="checkbox"/> EMAIL VIDEO DUE</li> </ul>
<b>JANUARY</b>	PRINT JOURNALS [IDEAL TIME] WRAPPING IDEAS FOR F3 RETREAT
<b>FEBRUARY</b>	PRESENT JOURNALS + WRAP

## ROLE OUTLINE

<b>NICOLE</b>	<b>KEILAH</b>
<b>COURTNEY</b>	<b>DWELL</b>

NIKKI	

## CUSTOMER JOURNEY OUTLINE

### Email Sequencing

OPT IN/WELCOME	
THANKYOU/ TESTIMONY	

## COPY

<b>Main Copy</b>	
<b>Landing Page Copy</b>	
<b>Dump/Concepts</b>	

## I Am HERE: Stories

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## MEETING MINUTES/COMMENTS

### MEETING #1 [DATE]

Attendees:

Agenda

- Too hard to get an estimate quote without having a design/journal contents
- Cover design: source out designer or ask Dwell

### MEETING #2 [DATE]

Attendees:

### MEETING #3 [DATE]

Attendees:

## COSTING

336	Design by Clair
31.62	IAH Packaging



29.05	Return packaging
272.73	KDP journal order
669.4	<b>TOTAL</b>

## THINGS TO NOTE

Video to follow how to create KDP:

[https://www.youtube.com/watch?v=wTEctiir4p8&list=PL1WIjMIx9\\_7hSzylv2ncF9TrfYFuneknB&index=5](https://www.youtube.com/watch?v=wTEctiir4p8&list=PL1WIjMIx9_7hSzylv2ncF9TrfYFuneknB&index=5)

KDP Bleed and no bleed to follow:

[https://kdp.amazon.com/en\\_US/help/topic/GVBQ3CMEQW3W2VL6#bleedhowto](https://kdp.amazon.com/en_US/help/topic/GVBQ3CMEQW3W2VL6#bleedhowto)

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