



GOOD BRANDS, GONE RAD.

RIVKAMALKA .COM



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THE SIMPLIFIER

GOOD BRANDS, GONE **RAD.**

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WHO ARE YOU:

RIVKAMALKA.COM is home to Rivka Malka's School of Coaching and Transformation, as well as to all things related Rivka Malka's personal brand: speaking engagements, blog-everything!

COMPANY MISSION:

We want to make an impact by enabling others to make an impact. We are the impetus, the spark to help people feel good about themselves, feel impactful, work with themselves and their own lives. Empowerment.

BUSINESS GOALS:

- **SHORT TERM GOAL:** Attract our ideal candidates to the coaching school, keep our classes full and our clients happy!
- **LONG TERM GOAL:** Build a lasting institution that runs without Rivka Malka's day to day involvement- allowing Rivka Malka to maintain a speaking circuit and to make time for all the good stuff!

PROJECT GOALS:

We aim to accomplish the following:

- Make design edits to the branded website that feels like it expresses its dynamic, beautiful and energetic owner - Rivka Malka.
- Work out messaging and content copy for the website that is kind, thoughtful and informative.

WE MEASURE SUCCESS IN:

KIND LANGUAGE + HIGH END IMAGERY, FONTS, COLORS AND LAYOUT. The juxtaposition of both represents the brand and reaches the audience.

CURRENT SUMMARY:

WE'RE HERE TO TAKE BACK OWNERSHIP OF YOUR BRAND!

The Rivka Malka brand is about reclamation, transformation, purpose, ACTION with love and joy. In recent years it had softened to become more about compassion, healing and kindness, but you're ready to reclaim the purposeful, independent but dignified Queen Mother energy - this time with the clear focus on your part in the big picture of teamwork with God and your relationship.

Your brand is about DOING, about lifting a person who is lost. However, you stand against harshness, against brutal honesty, against whatever the opposite of compassion is. Compassion is to see someone's light even when they feel dark.

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Your compassion is also about stating that ‘I’ll show you the way out.’
‘I’ll give you these classes in my school, provide these steps of action and you’ll walk out of the darkness. **You don’t have to figure it out on your own.** I will speak to your experience. ‘ Also, you provide the community of students, showing a person who feels alone that there are other women doing this as well.
Coaching is a sense of connection - resonance. (Heart language, Intimacy), and that’s how you affect change. That’s the superpower.

THE MAIN CHALLENGES WE’LL MEET HEAD ON:

CHALLENGE 1: RECLAIM YOUR ENERGY!

Your main challenge is that the website design does not represent your current mindset. We want to reclaim the old Rivka Malka energy! We need both sides of the energy spectrum for balance - masculine, fun, independent and also softness and compassion.

CHALLENGE 2: ACCESSIBILITY

One of your challenges is that currently you are trying appeal to everyone. This way no one thinks you’re too fringe and you’re safe for everyone.

We need to stake our place, and not worry about who doesn’t get it! Your target market will find you when you resonate with them, when they feel seen and represented. We can find the balance of both leadership that stands for something different, something unique, while keeping your energy safe and accessible for everyone who needs your message.

It’s like your clothing. You wear shaped clothing, feel pretty... but with a cardigan. We’re looking for textured, complex, tactile, as opposed to minimalistic, soft, healing vibes.

Now that we know what we’re selling and who we are selling it to (See THE BRAND STUFF below), we can begin to pitch our message.

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THE BRAND STUFF - SIMPLIFIED

SIMPLIFIED FINDINGS & PROPOSED PLAN:

YOUR COMPANY IS RAD BECAUSE YOU FULLY AND TOTALLY BELIEVE IN YOUR MISSION. YOU HAVE DEDICATED YOUR LOVE, YOUR STRENGTHS, YOUR ENERGY, AND YOUR ABILITY TO HELP WOMEN RECLAIM THEMSELVES.

1. BRAND MISSION:

WHAT WE WANT TO SAY:

AS A COACHING SCHOOL: WE ARE A TOP NOTCH LIFE COACHING SCHOOL. The training is (soon to be) ICFI certified. It is a real, serious commitment.

We have a scientific process for both our students and their clients that we will lay out clearly on the site. This is a personal coaching school, so each coach has worked on massive personal growth as part of her skills.

COMPASSION, CONNECTION AND SAFETY... EMPOWERMENT, IMPACT, JOY.

AS A LIFE COACH: I represent a person who has and is working on herself, understands the human condition and has taken risks and bold action to be and express myself, and also that I genuinely want them to be themselves.

Not to impose myself on them , but to find themselves.

What I do best is tap into the empathy aspect of dealing with people in need of help, and make them feel met where they are. It's a talent, a skill and a gift from Hashem that the people that I coach feel that they have been seen, heard and helped.

THE PROCESS OF COACHING IS REVELATION - UNCOVERING, DISCOVERING, RECLAIMING PIECES OF YOURSELF.

WE HAVE ALREADY COME UP WITH FRONT PAGE MESSAGING!

Become the Hero in the epic story of your life.

Discover the peace within yourself and take control of your life choices.

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WHO WE WANT TO SAY IT TO: (TARGET AUDIENCE)

CORE CUSTOMERS ARE:

We get the most pleasure serving a woman who is so busy, naturally there for others, and never given an hour for herself. She gives of herself all day, and this is a very big treat. We love to watch her find her sense of self in class.

To further narrow the niche, this woman is about 40 years old, and has found that she is no longer serving others or has lost herself in the service of others. She's looking for her place. She is very often a creative person, but feels different, isolated in a way.

WE WANT TO TELL HER: **YOU'LL FIND YOUR PEOPLE HERE.**

2. VISUAL BRAND:

WE WANT TO BE PERCEIVED AS: Loving, accepting. Non judgmental. Perceptive. And an EXPERT. The brand is a high-end, luxury Bohemian vibe. A artistic, textured site that feels inclusive but with the added 'pearls' - high end feeling that gives weight to the content on the site.

We will use the warm jewel tones from the existing logo and mixed modality textures inspired by luxurious, regal fabrics, filligree and jewelry.

WORDS THAT DESCRIBE OUR BUSINESS:

DIGNIFIED BOHEMIAN. Pearls and heels. THE ELEGANT MOTHER. Womanly. Embracing dignity. EXPERT.

SO... ARE YOU READY, BOSS?

**RIGHT THIS
WAY** 

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OK, WHAT'S NEXT?

DEFINITIVE BRAND BUILD (PLAN #2)

\$2,500

- \$250 already paid for Simplifier = \$2,250

\$250 PAYMENT MADE MONTHLY FOR 9 MONTHS.

Based on the brief (and any edits we make together) we will take your brand from GOOD TO RAD with a clear and distinct look and voice that will stand out from the any competition, build trust with your intended audience, and give you a clear message to share with your network. And most importantly, a brand and message so you get in front of the right people and know how to easily make the sale!

WE'LL EXECUTE THE FOLLOWING:

- Develop a targeted personalized brand with message and copy that will both influence the messaging on your website, and how you describe and discuss your offerings.
- Revise your website design, choose a new colour palette based on our logo. Use current photography and stock photography where needed to express the personalized branding.
- Implement all design changes in Figma site.
- Write or update all homepage and website copy, including main lines that get viewers to book a call or sign up to a class.

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CHECKLIST:

- 1. SIMPLIFIER QUESTIONNAIRE - ALREADY DONE!
- 2. COLOR PALETTE UPDATE
- 3. SITE DESIGN - LAYOUT AND IMAGERY
- 4. MESSAGING DEVELOPMENT

AND SO IT
BEGINS.

