

# Project Process Presentation Marketing Cards

Nicole Perry, Powerful Women Rise



I Am  
on a  
Love Diet

**Stephenie Walker**  
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# FORMATTING

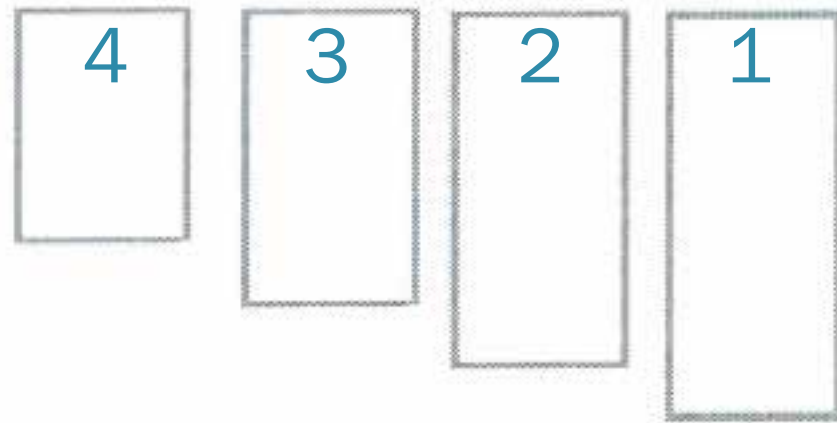
Formatting and Ideas for each category

- 1) Nicole
- 2) Teams
- 3) Consulting
- 4) Book



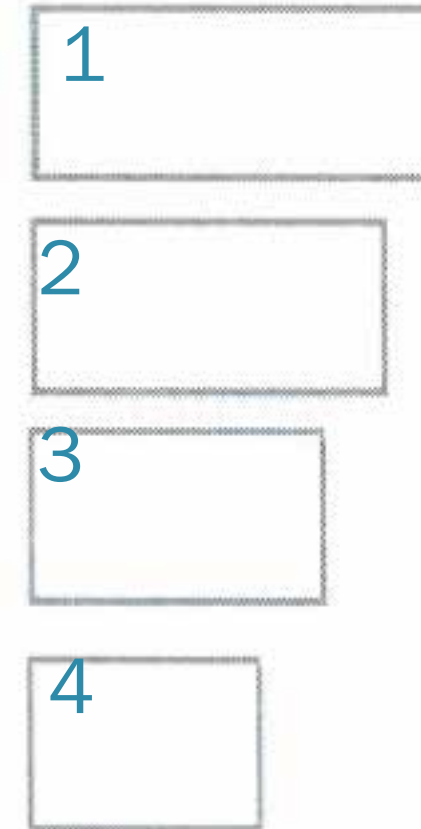
Connected Pieces  
(Ring used to connect)

Vertical



Separated Pieces

Horizontal

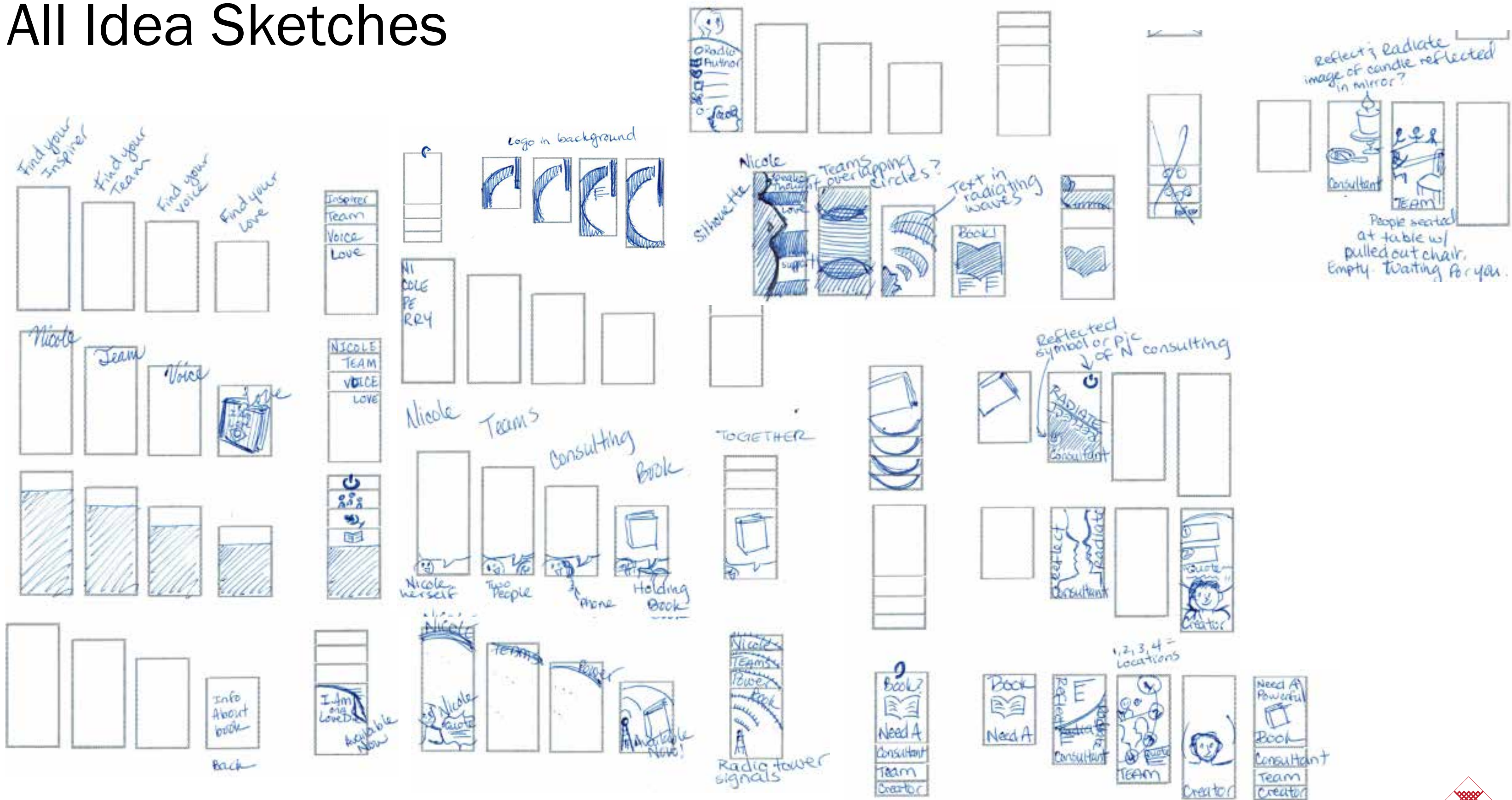


Connected Pieces  
(Ring used to connect)



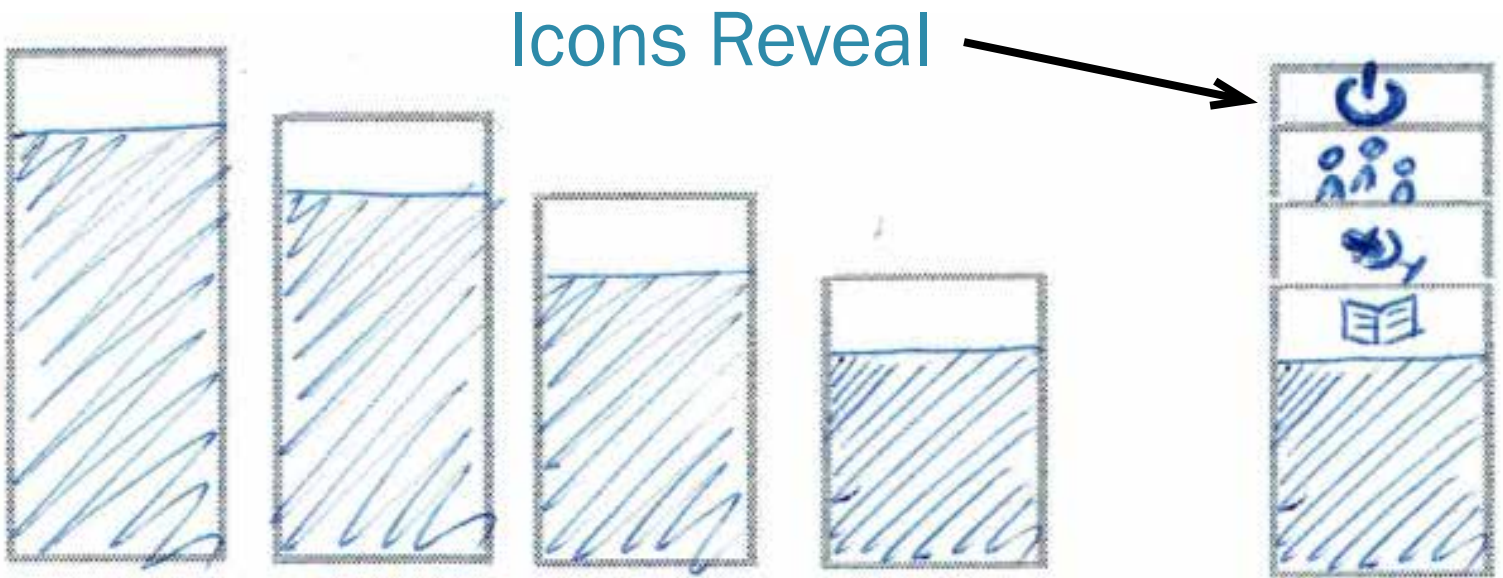
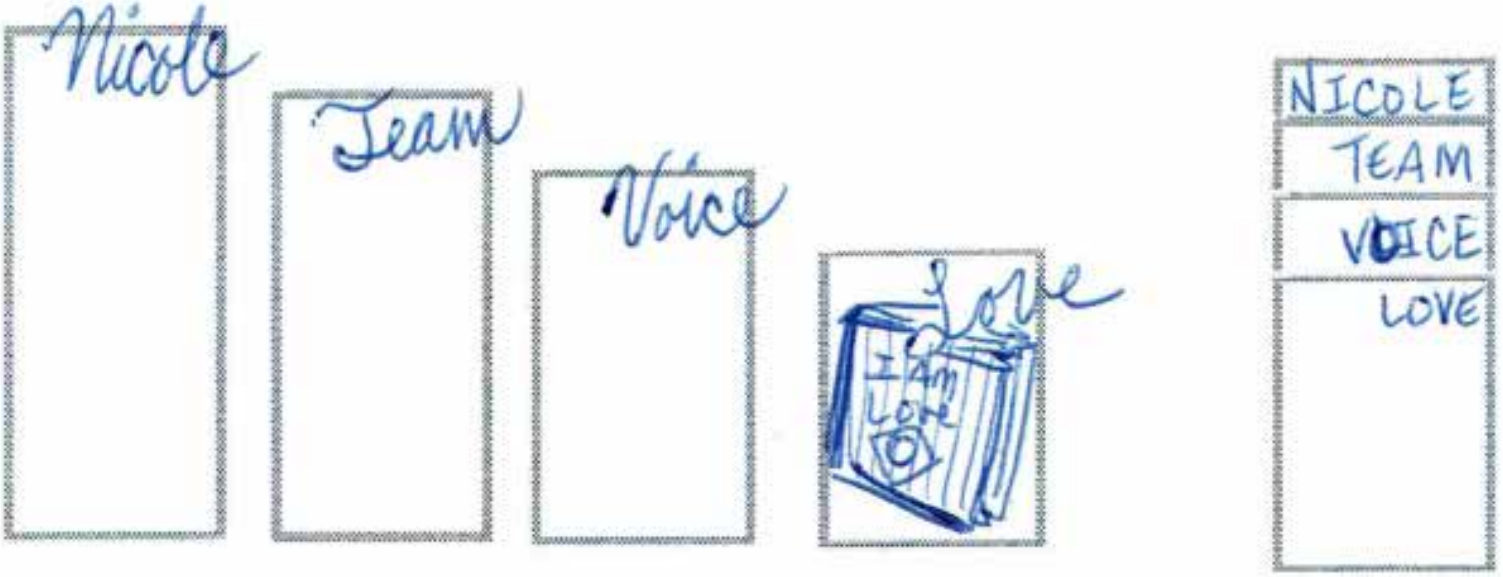
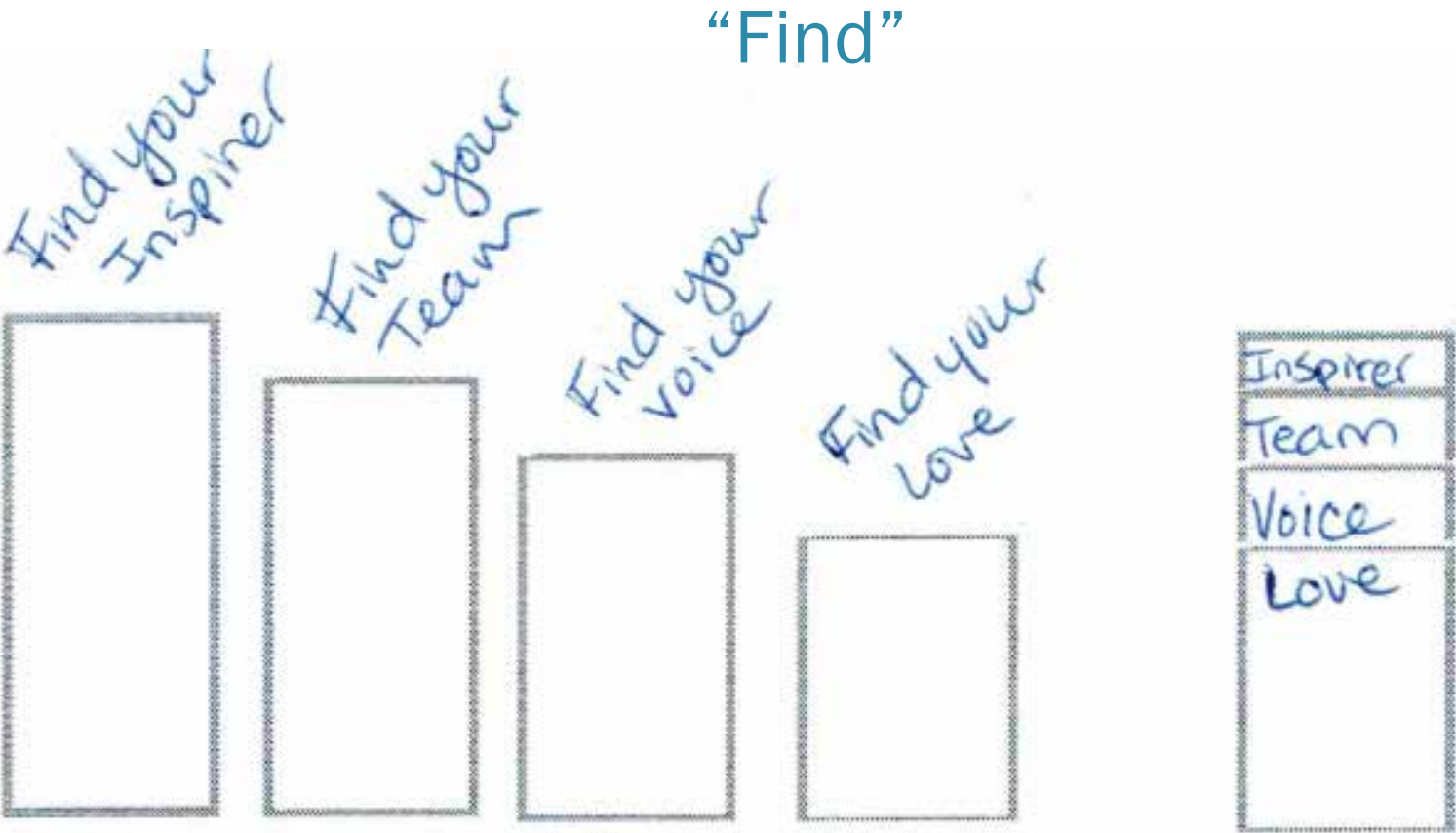
Separated Pieces

# All Idea Sketches



# IDEA #1

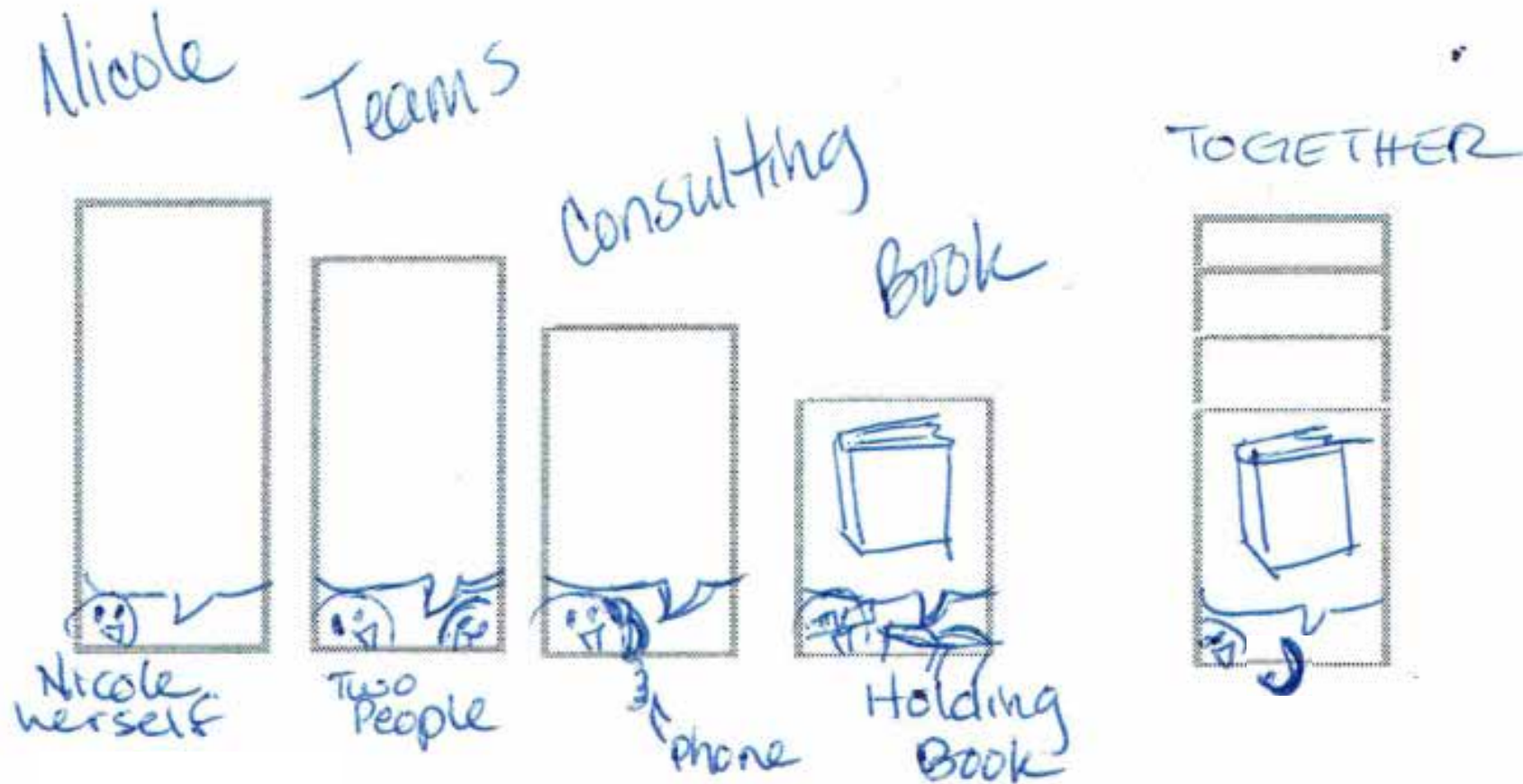
## HEADING IDEAS



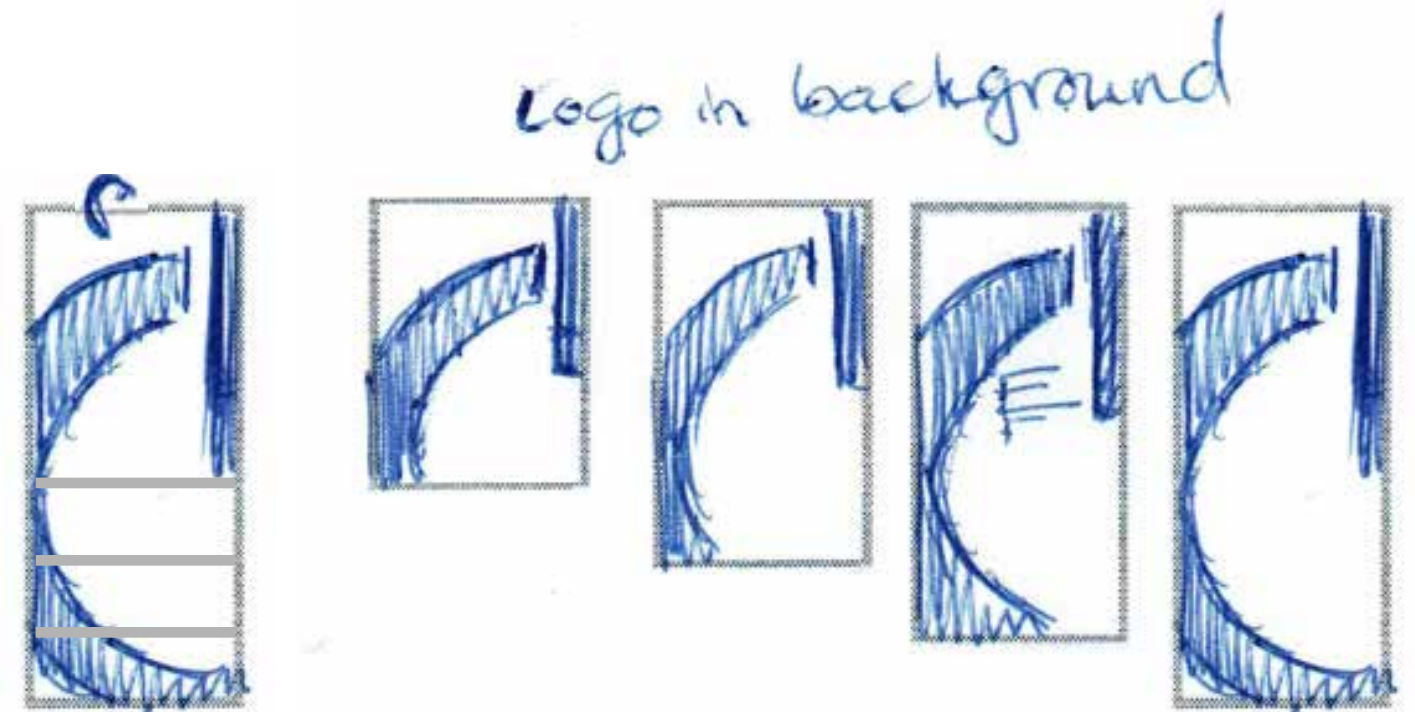
# IDEA #2

REPEATING MOTIFS 1 of 2

## Speech Bubble

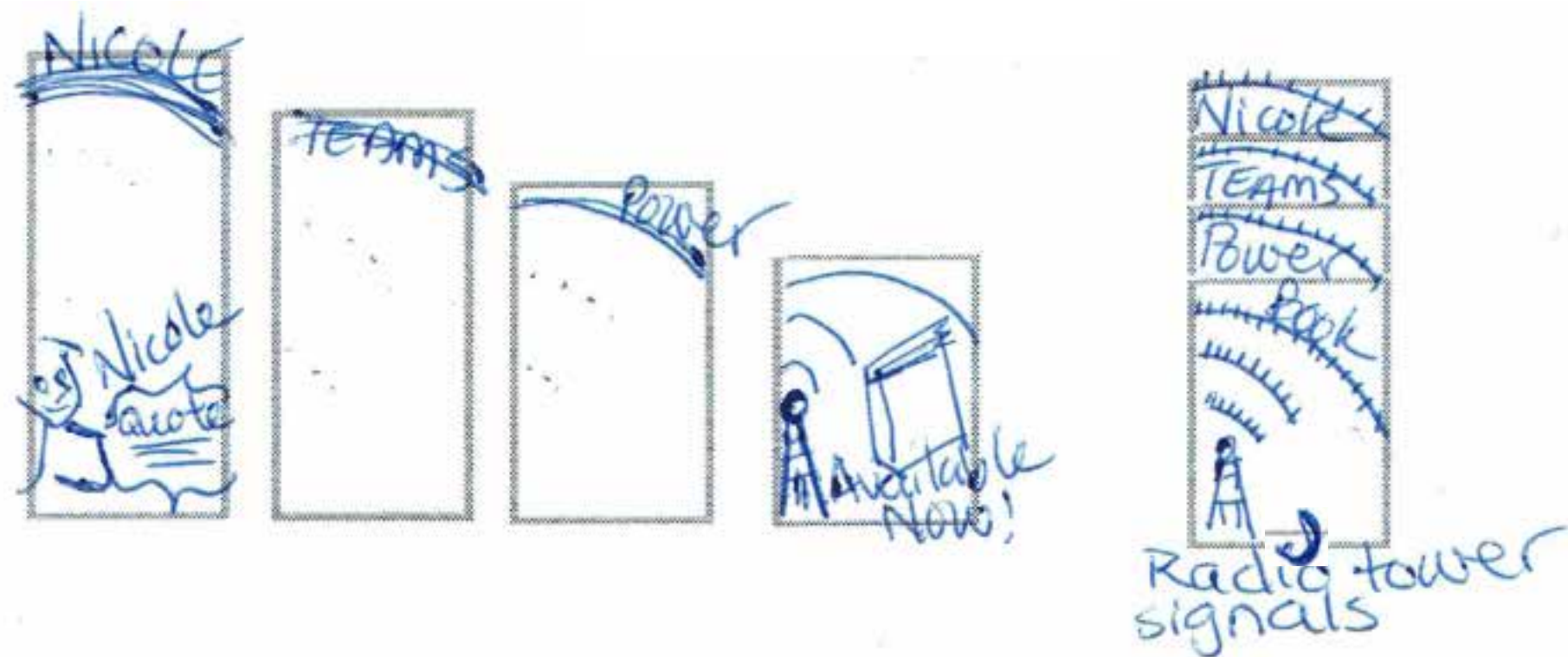


## Power Logo



# IDEA #2

REPEATING MOTIFS 2 of 2



Nicole Perry  
*Marketing Card Packet*

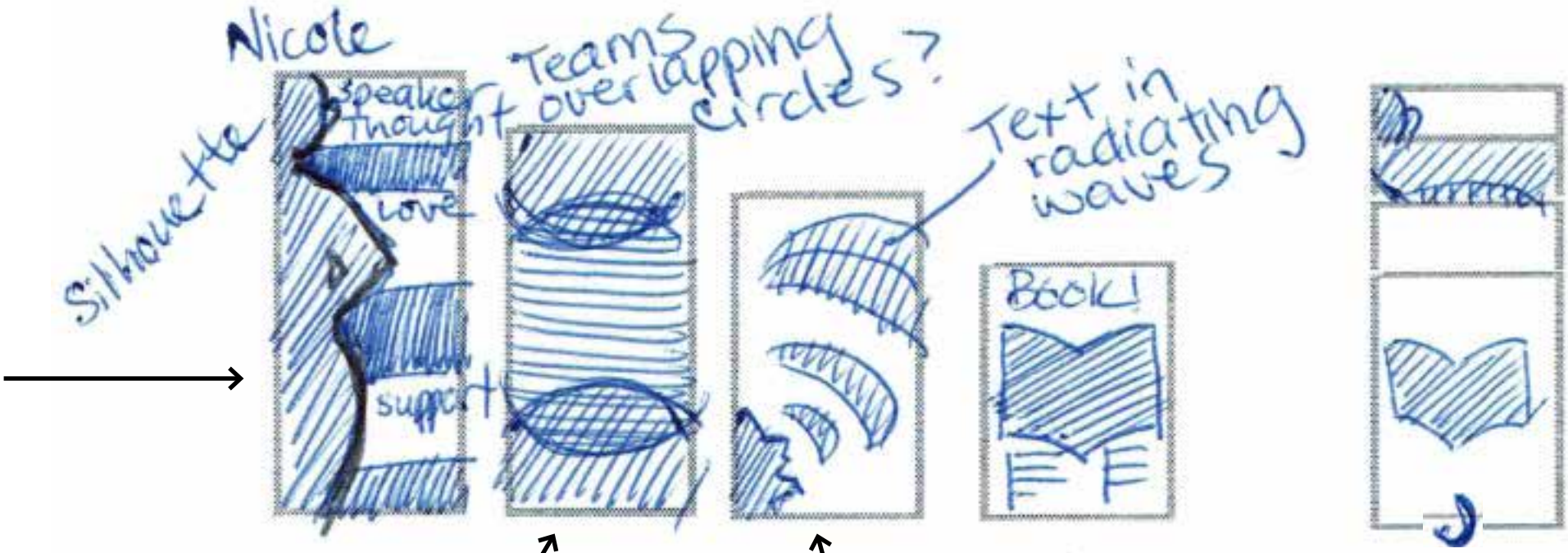
**PROJECT PROCESS**  
**Marketing Cards**

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# IDEA #3

## SILHOUETTES AND ICONS

Silhouette of Nicole in front. Blocked out colors in background. Text in boxes.



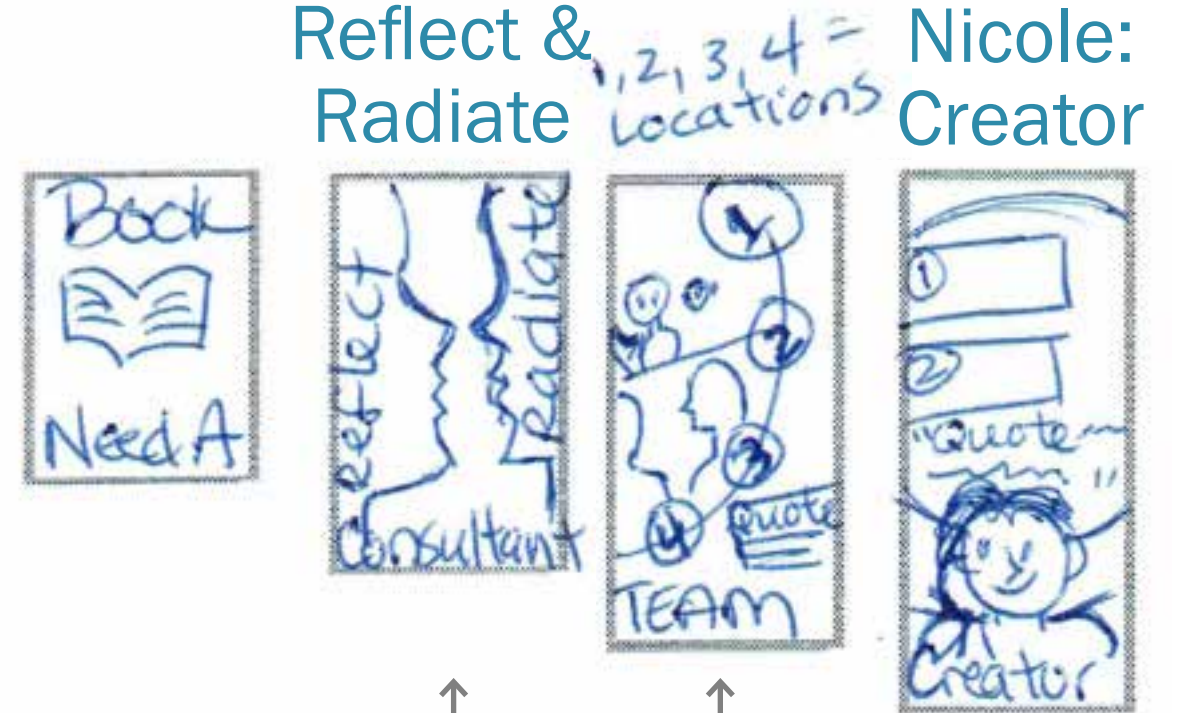
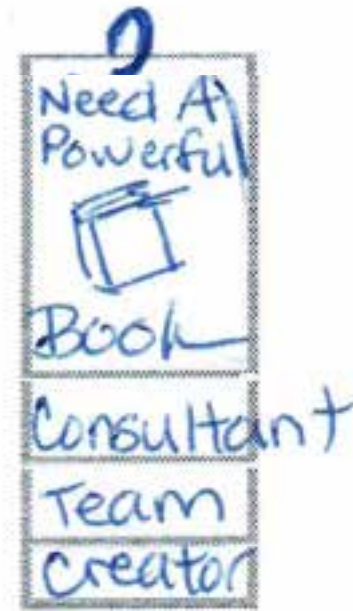
Overlapping circles of color represent teams

Text inside shapes that are signifying broadcasting

# IDEA #4

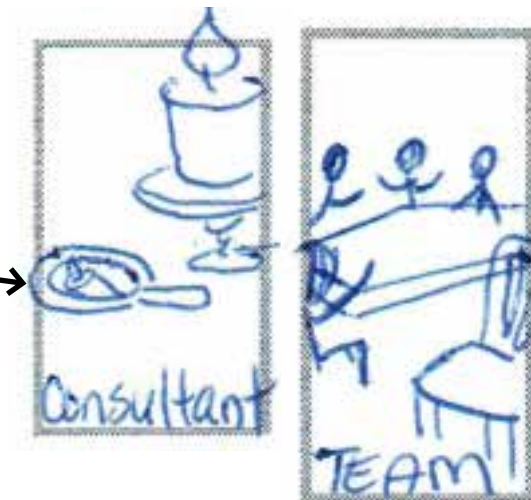
“NEED A POWERFUL”

Together, the message is:  
“Need a powerful book,  
Consultant, Team, Creator?”



Alternate ideas for  
Reflect/Radiate & Team cards

Reflect & Radiate:  
image of candle  
reflected in mirror



People seated at  
table with empty  
pulled out chair.  
Waiting for you.

# IDEA #5

## GRIDS

boxes = icons,  
photos of Nicole's  
work/ what  
Nicole offers

Short blurb

Photo of Nicole

Social media  
icons

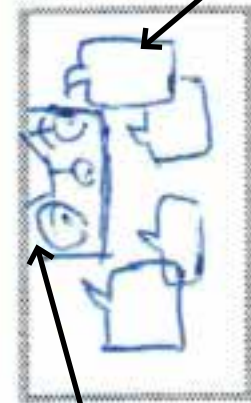


Photo of team

Quotes  
from team  
members  
in speech  
bubbles.



# IDEA #6

## SLANTED ANGLES

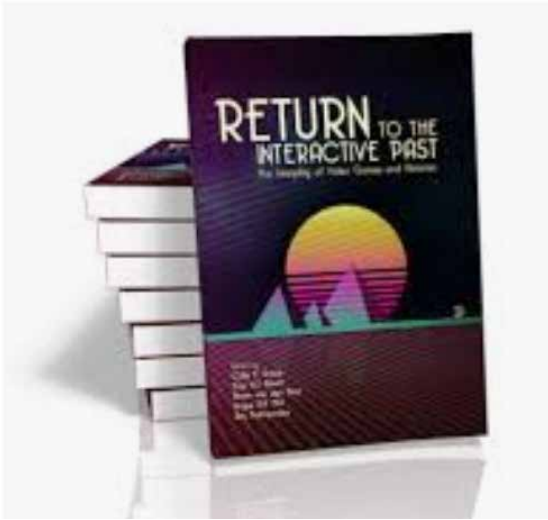
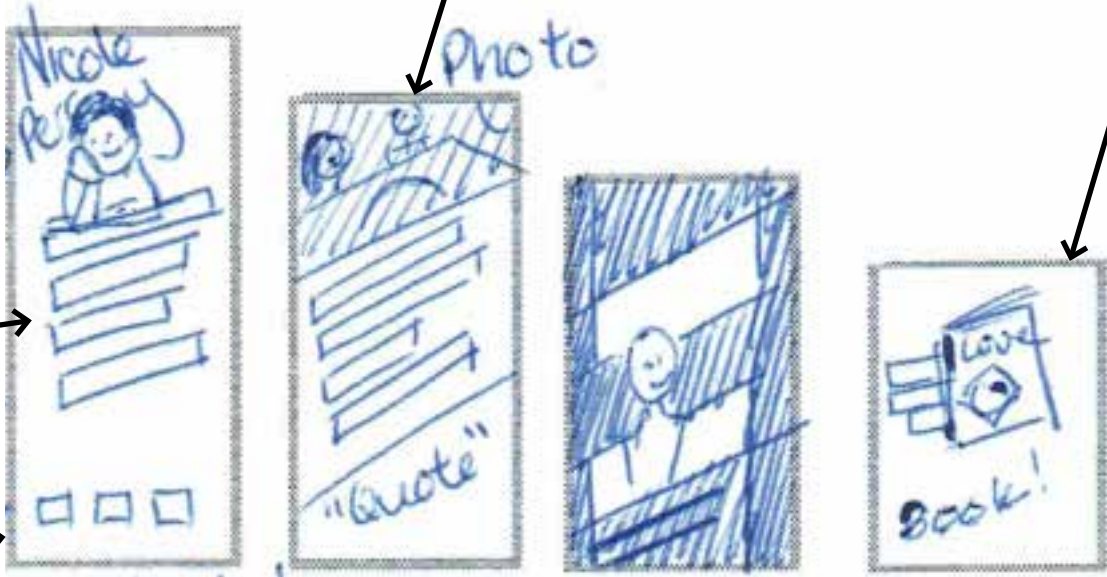


Photo of Team  
Text for topic  
Testimonial Quote

Nicole's book in front  
of stack of books

Accomplishments

Social Media



2 Consulting options. Cut out Photo of Nicole with two white sections. Text in white.

# IDEA #7

HORIZONTAL

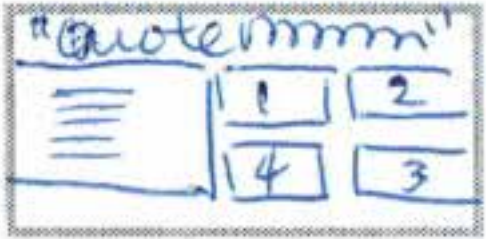
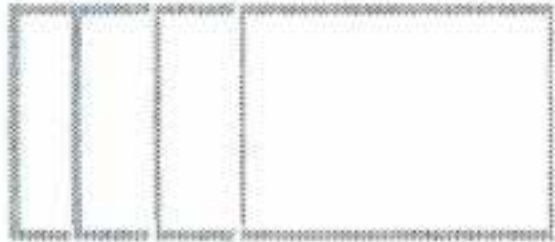


Nicole presents her accomplishments/  
what she offers

Team page follows this pattern

# IDEA #8

HORIZONTAL



1 2 3 4 =  
Team 5

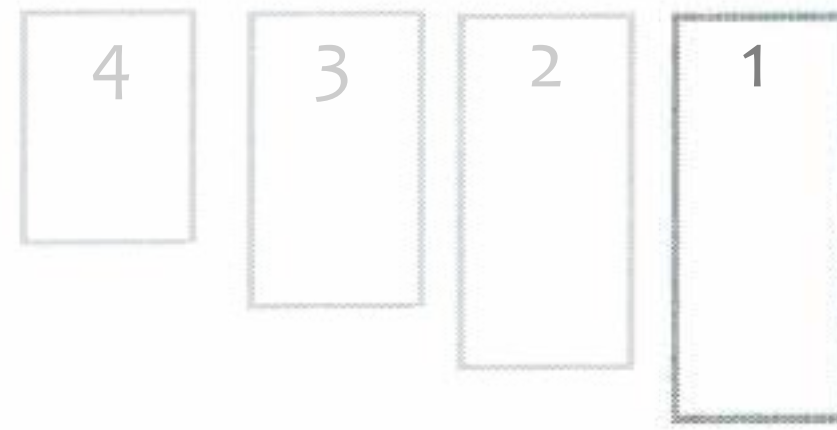


Lots of negative space. Short blurb. →



# IDEA #9

NICOLE PAGE  
Table Top



“Nicole Perry”  
table runner

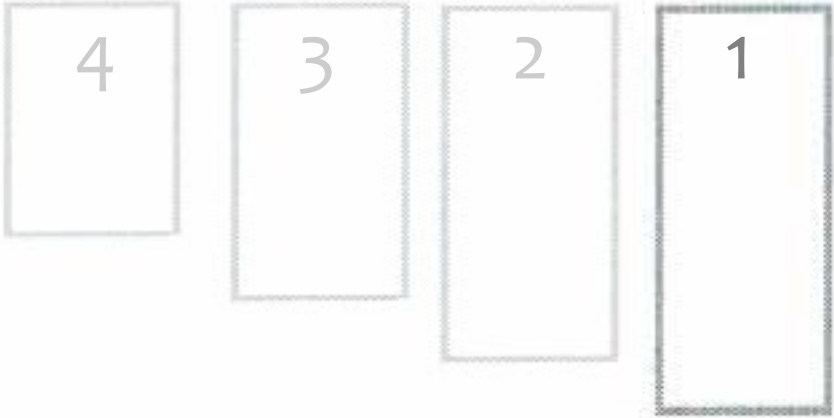
Nicole card (Biggest card) is photo of table setting w/ papers. What Nicole offers is written on plates/paper.



# IDEA #10

NICOLE PAGE

Options



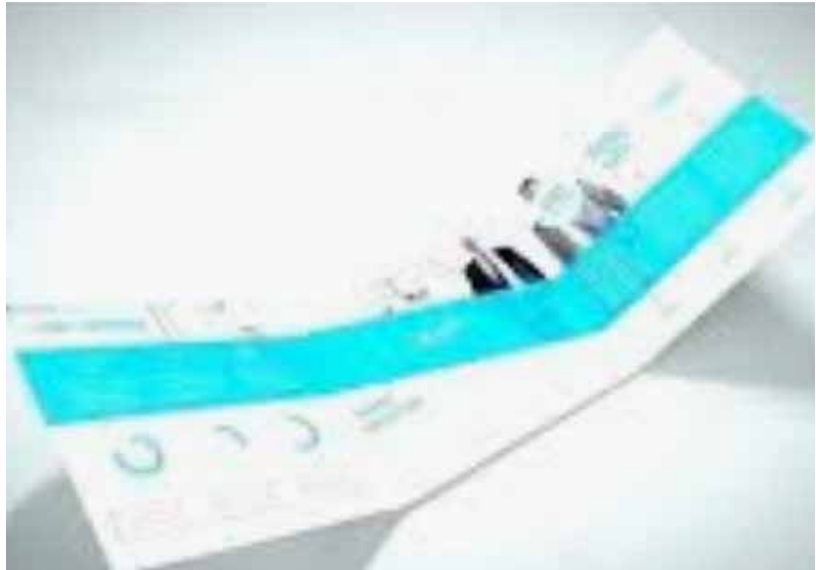
White/Negative space

Quote Space

Social Media



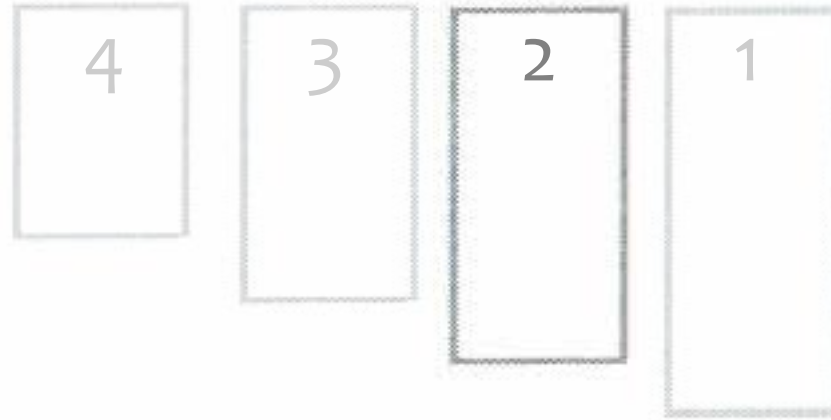
Topics radiate from photo of Nicole.



# IDEA #11

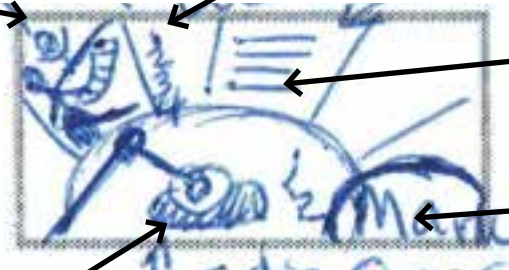
TEAM PAGE

Microphone & Cards



Photo

Photo of radio guest in front of microphone

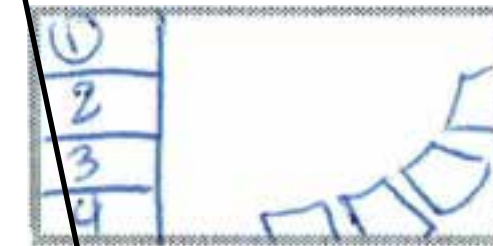


Team Locations

Short blurb

Bubble about marketing opportunities

Microphone used as border to separate team photos



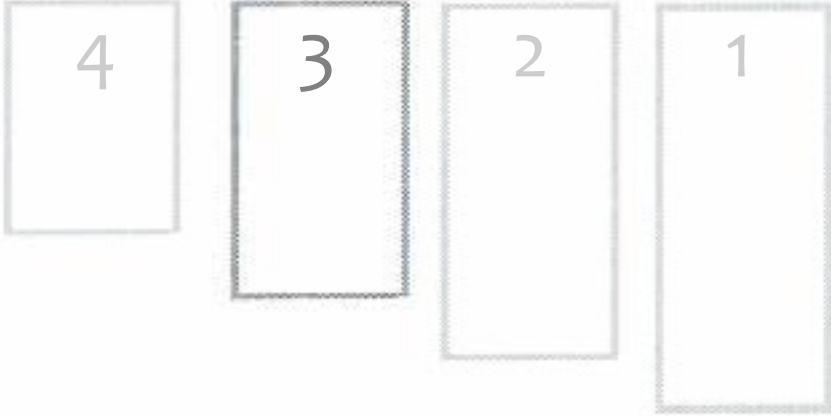
Fanned out cards

1, 2, 3, 4 =  
Team locations (Photos/Names)

# IDEA #12

## CONSULTATION PAGE

Cell phone text exchange



2nd smallest card  
Radiate/Reflect  
Consulting

Image of phone w/  
text conversation on  
screen. Conversation is  
discussion between client  
and Nicole about her  
consulting work.

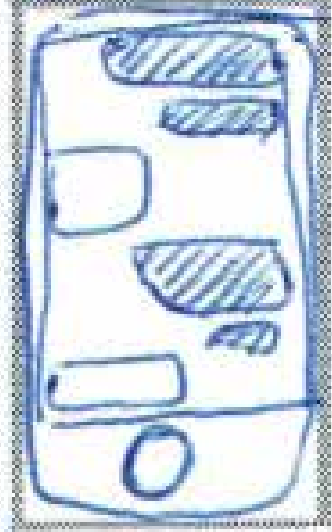
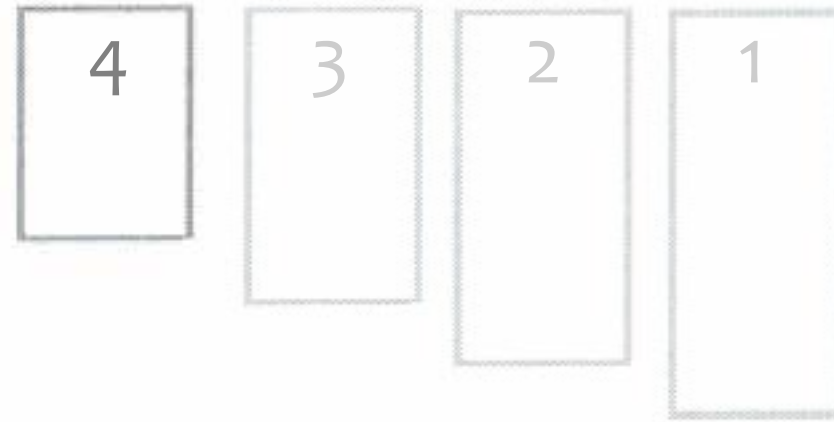


Image of phone calling  
Nicole. Text beside phone  
about consulting.

# IDEA #13

BOOK PAGE

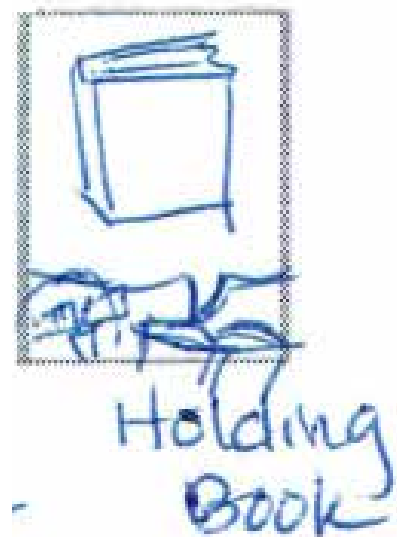
All Options



Cursive Header



Speech Bubble



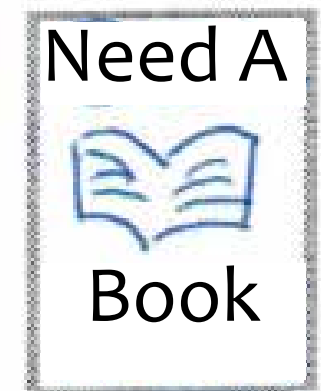
Radio Tower  
Audio Waves



Books stacked  
behind book



“Need A” Book



# All Cards

## OPTIONS

Strategic Marketing Support

Fine tune message and reaching ideal client beyond circle of influence

Cleaning up misconceptions around industry

Boost presence through Award-winning PWR show with Podcast ON-Demand Tool

*Radio*

In-person community connections

Space to work on your business

Positive and unique take on local meetings & zoom

Mini-mastermind excelleration

BrainTree

Shelton

“Testimonial quote from team member about experience joining PWR. No more than 2 sentences.”

Exclusivity with your voice.

Taunton

Plymouth

*Meetings*

Building your Podcast around your unique energy

Marketing strategies using your voice through your brand.

Motivational self publishing talks for first time authors and writers.

Speaking to your ideal client and audience.

Successfully living with anxiety and depression WITHOUT medication.

Why self care matters to the home office entrepreneur.

Building your Podcast around your unique energy.

BOOK AVAILABLE ON AMAZON!

*Speaking*

Motivational self publishing talks for first time authors and writers. Speaking to and attracting your ideal client and audience. Successfully living with anxiety and depression without medication. Why self care matters to the home office entrepreneur. Building your Podcast around your unique energy. Marketing strategies using your voice through your brand.

Book available now on Amazon!

BOOK AVAILABLE ON AMAZON!

*Speaking*

Realistic direction around your unique gifts and how you serve

Functional expertise guidance.

Identifying priorities on social media.

Deciding on ideal clients and/or listeners

Building your product and/or shifting your business through your unique energy

“Testimonial quote from team member about experience joining PWR. No more than 20 words.”

*Consulting*

**NICOLE PERRY**  
PUBLISHED AUTHOR  
RADIO TALK SHOW HOST  
SPEAKER

“Because every woman with a POWERFUL MISSION deserves to be heard.”

Tune-in every Sunday after the news at noon.  
Powerful Women Revealed  
95.9 WATD-FM  
Reaching Boston and 7 surrounding counties

Listen on Apple Podcasts

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Marketing Card Packet

PROJECT PROCESS  
Marketing Cards

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# Card 1: Radio

5" x 4"



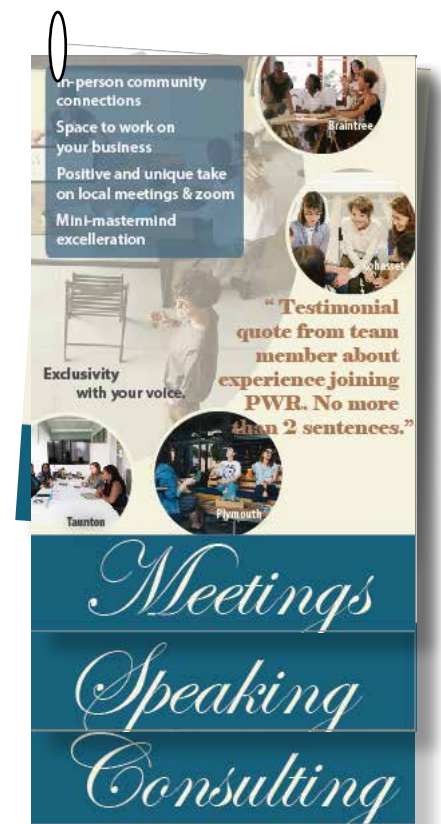
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# Card 2: Meetings

6" x 4"



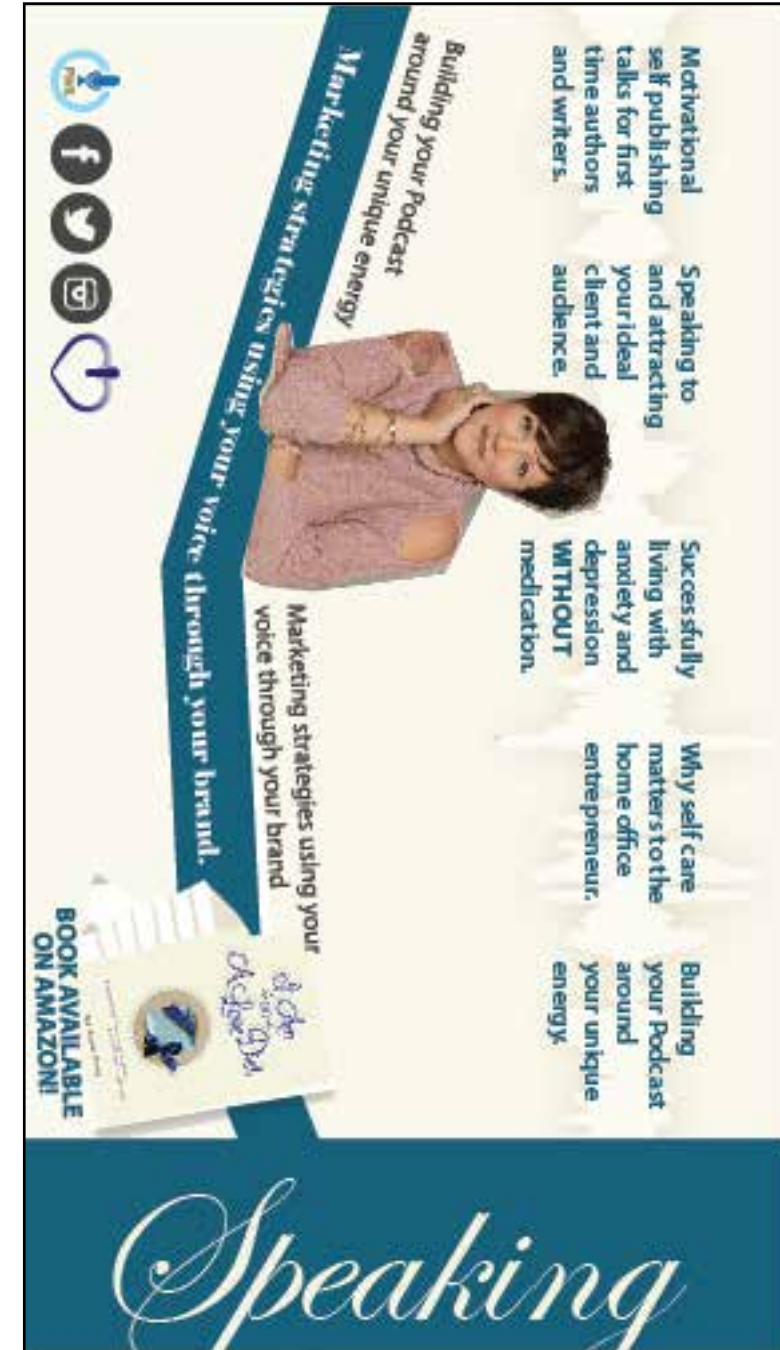
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# Card 3: Speaking

7" x 4"



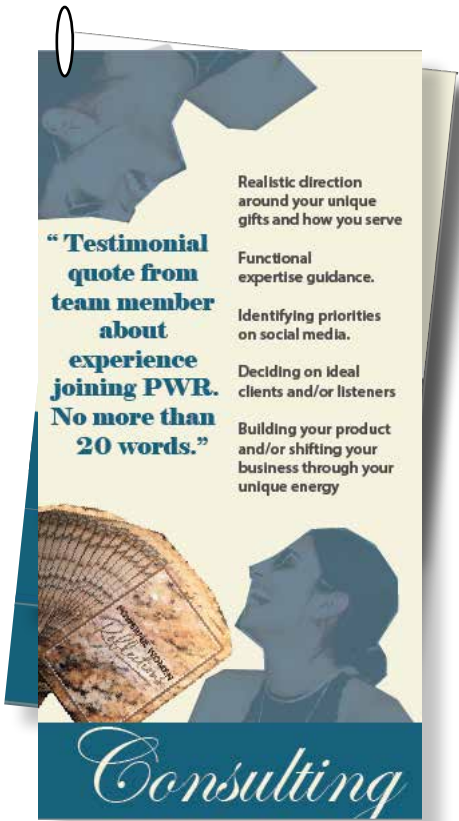
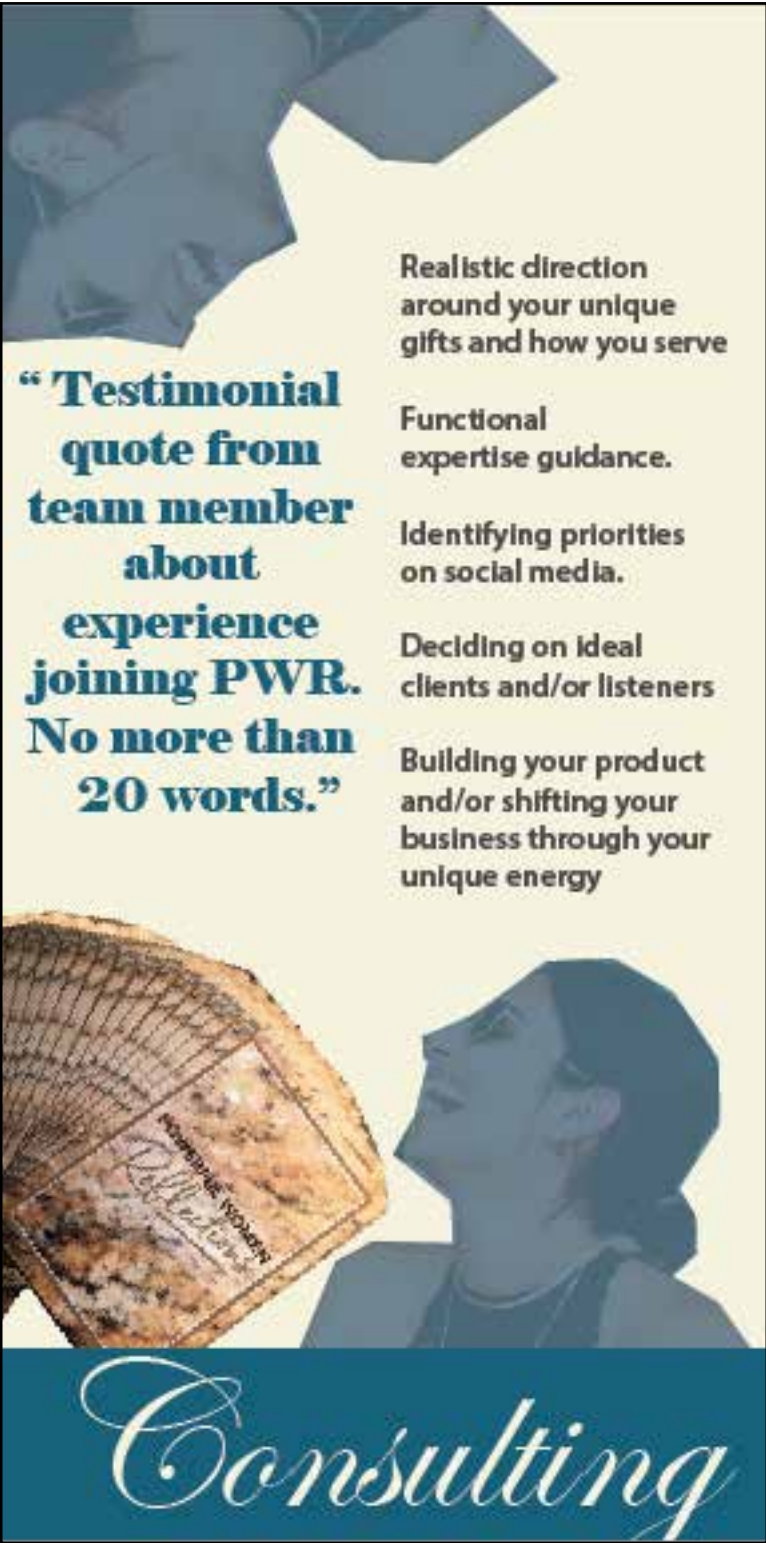
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# Card 4: Consulting

8" x 4"



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# All Cards Refined

## FRONT



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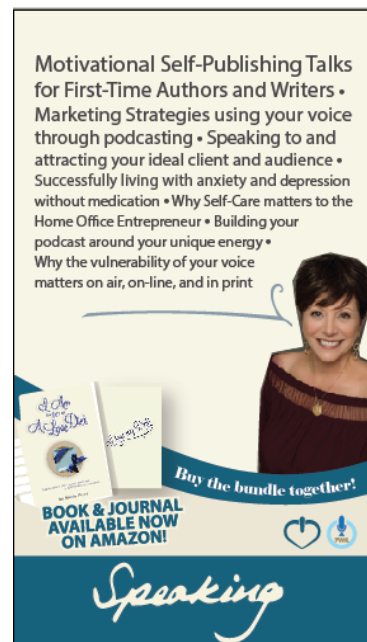
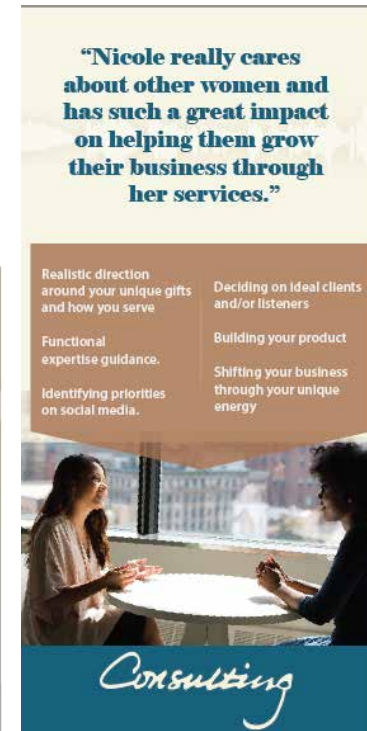
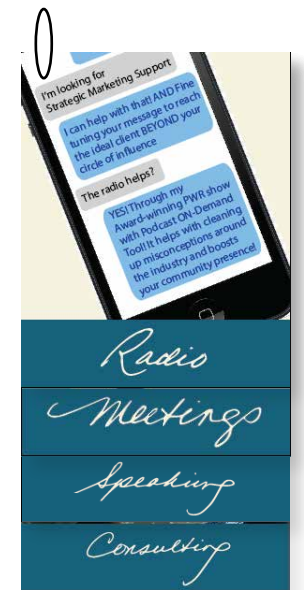
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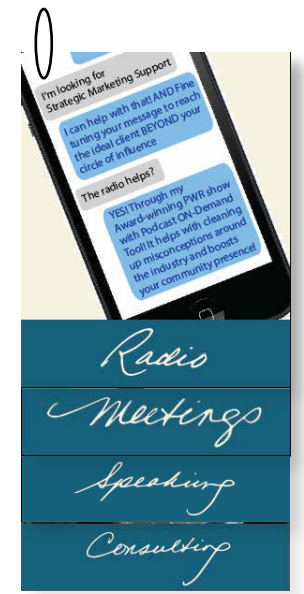
# All Front Cards Refined

## THICK HEADER



# All Front Cards Refined

## THIN HEADER



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# All Cards Refined BACK



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26

# All Final Cards

FRONT



**High-Quality Media Marketing & Advertising**

FM Radio Reach & Podcast tool

MBA SoundBites 2018 Merit Award

*Radio*



**“The exercises we work on at our meetings help me focus on what I want to achieve with my business—and how to do it.”**

JOIN Today!

Work ON Your Business

Motivational mastermind excelleration.

Visit a Meeting

Connect with Women

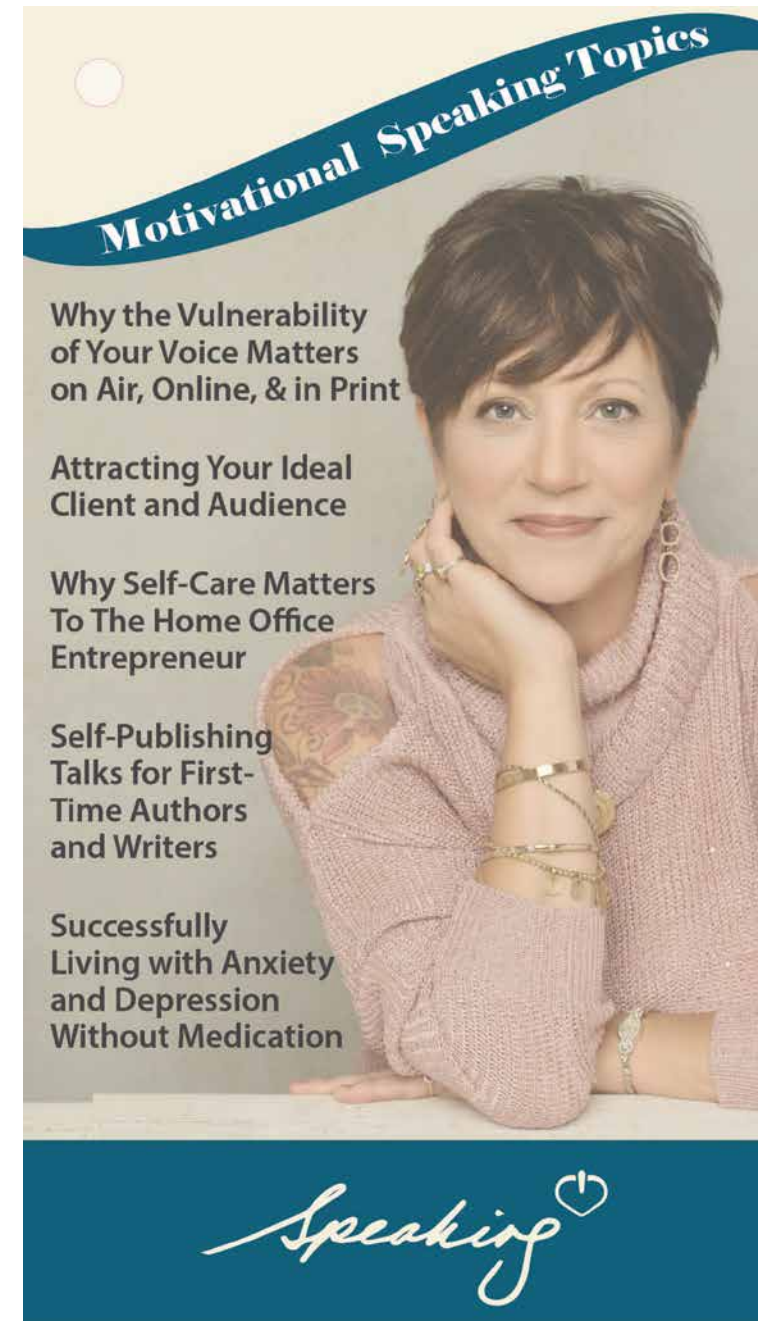
*In-person community connections*

*Space and time to strategize*

*Positive and unique take on local meetings and zoom*

*Exclusivity for you and your business.*

*Mastermind*



**Motivational Speaking Topics**

Why the Vulnerability of Your Voice Matters on Air, Online, & in Print

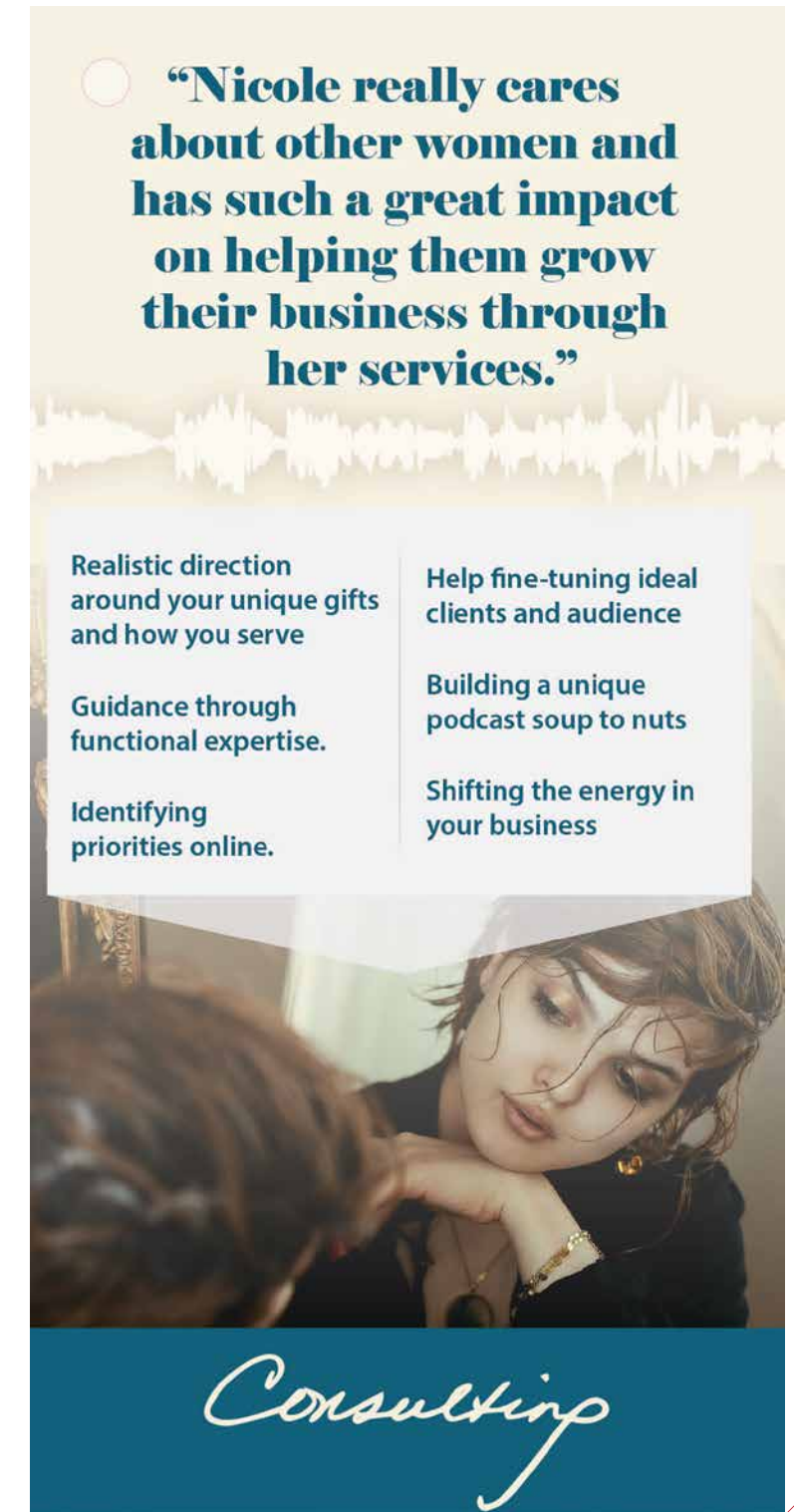
Attracting Your Ideal Client and Audience

Why Self-Care Matters To The Home Office Entrepreneur

Self-Publishing Talks for First-Time Authors and Writers

Successfully Living with Anxiety and Depression Without Medication

*Speaking*



**“Nicole really cares about other women and has such a great impact on helping them grow their business through her services.”**

Realistic direction around your unique gifts and how you serve

Guidance through functional expertise.

Identifying priorities online.

Help fine-tuning ideal clients and audience

Building a unique podcast soup to nuts

Shifting the energy in your business

*Consulting*

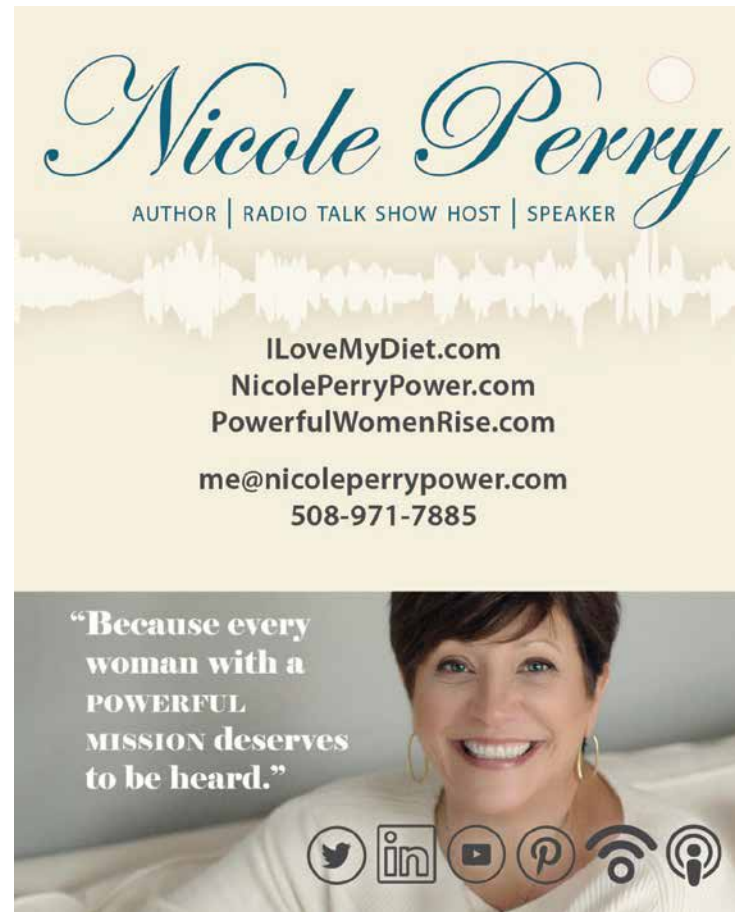
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# All Final Cards

BACK



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