

# THRIVING AS Fashion Creative

*Turn Your Talent + Passion for Fashion  
into a Crazy Profitable Business*

## Module 3

### *Crafting Your Best-Selling Offerings*

W O R K B O O K

**fashion**  
step-by-step

... by Karen Avila.

[www.fashionstepbystep.com](http://www.fashionstepbystep.com)



# [Lesson 1]

## Finding + Using your Super Powers

As a fashion creative, you can monetize your talents with services and products. Most of the times it's easier to get started selling services because the time + financial investments are lower than selling products. So the way you start depends on you, the time + money you have at your disposal, and the energy you want to invest.

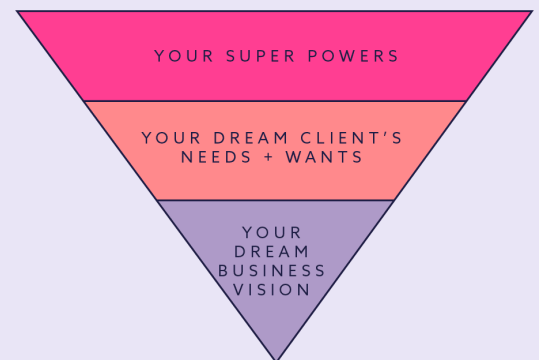
Maybe you want to start selling your services, and over the time incorporate products. Maybe you want to sell products and never monetize your services. Or maybe you want to start with products and sell your services to high-end clients sporadically.

However you want to monetize your work you must consider the next three points:

- You + what you do best + what you want to create
- Your dream clients and what they need + want
- Your business and what you want it to be, aka your dream business vision

***These points will help you craft offerings that you and your customers love, offerings that propel your business to new heights, and offerings that sell (almost) themselves.***

### Best-Selling Offerings





## YOU + WHAT YOU DO BEST + WHAT YOU WANT TO CREATE

The first module of this course was all about finding out what makes you YOU, revealing your strengths, and owning yourself. **That module and the inner research you made is super important because they're the foundation of your whole business.**

You know I believe that the best products come from the combination of your passions + talents + strengths with your dream client's needs + wants. So, **if you let aside the YOU factor, then you'll end up with a business and offerings that are like everyone else's, that don't mean anything to you, that aren't fulfilling, and that feel just *meh*.**

Of course, you don't need to come up with something out of this world, and your idea doesn't have to be entirely revolutionary. **It just has to be yours, include your passions + talents + strengths (which turn to be your super powers), and serve the people you love (and who love you and your offerings back!).**



## FINDING YOUR SUPER POWERS

**You know those brands that captivate you, that you always remember, and that are soooo fascinating?**

Yes, those brands have found their secret sauce, their unique je ne sais quoi, their super powers. And **they're making the best use of them, so their dream clients love + share + buy + remember their offerings (all the freaking time).**

That's what you need to do, and that's what you're going to do in this lesson because **your super power(s) is what make you irresistible + memorable + unforgettable.** It's what makes you shine from the inside and outshine everyone else. It's what you do best, and what you enjoy the most.

***Your super powers easily and fantastically sum up YOU + what you do best + what you want to create.***

**And your super power(s) is found in the convergence of three things:**

- Your passions
- Your talents
- Your strengths



We talked a lot about all these three during the module 1, so it's time to bring all your inner research from those lessons back, and figure out what's the most powerful of your super powers!

- **Your passions.** What are the things that fire you up? What are the things that lift you up? What are the things that you love the most? What are the things that you care about the most? What would you do endlessly, even without a paycheck? What makes your heart + soul vibrate? What obsessions do you have?

Your passions are things you can't hide; they always find their way to creep out even if you try to forget about them. What are those passions that are connected to you and who you are?

- **Your talents.** What are the things that you are good at without effort? What are the things you most love doing? What are the things you get more compliments about? What are the things that seem to be natural to you?

Your talents are things that are natural and easy to you, things that you enjoy doing, and things that people praise you for.

- **Your strengths.** What personal strengths do you have? What professional strengths do you have? What are your best qualities? What are you good at? What do you excel at? What are the skills you feel most proud of?

Your strengths can be personal or professional, they can be part of your personality, and they could also be developed as professional skills.

**Now put them into action!**

## **1 | *Brainstorm.***

Brainstorm with the help of your previous research brainstorm your passions + talents + strengths. You can take what you wrote before and put it on the corresponding work-sheets, or even better you can give them an extra thought; what else would you add? Think about it, and make a list.

## **2 | *Cross out the ones you have trouble to focus on.***

**If you can rarely devote more than 90 minutes to a thing, it likely isn't a Super Power.**

It might be more like a hobby, but not your real thing. You're looking for those things that regularly get you into the zone, those things that you can do for hours, and those things that get you excited.

You don't have to force yourself to do something you don't quite enjoy just because you feel you're good at or you think you could make lots of money. Focus on the thing (or things) that give you pure joy + are easy for you + you're best at doing + love the most.

## **3 | *Highlight the things that you feel most passionate about.***

You want those things that get you excited, those things that make you smile so hard that your mouth aches, the things that make you forget about time + space, the things that you can't stop thinking + talking about.

## **4 | *Make a list of all the ways you can start using your super power now – yes like right now!***

You don't have to wait until the perfect moment comes, you don't even have to wait until you raise the funds to found your dream stationery brand (is it only me, really?). Remember in module one we talked about starting small, **you can start small with your super power as well.**

Maybe you want to have a stationery brand featuring your illustrations and pattern designs (like me!), and a good starting point would be creating one item, like a calendar (which I'm working on right now :P)

Maybe you want to have your own clothing or accessories line, then a small starting point could be designing for others as a freelancer, getting yourself into the whole production process, so you know what it's involved in creating a line.

Or maybe you want to offer your services as a fashion illustrator in events like shop

or runway shows, then you could start researching + networking with local event planners.

***There's no reason to keep stagnant waiting until someday when you have all today to start using your super powers.***

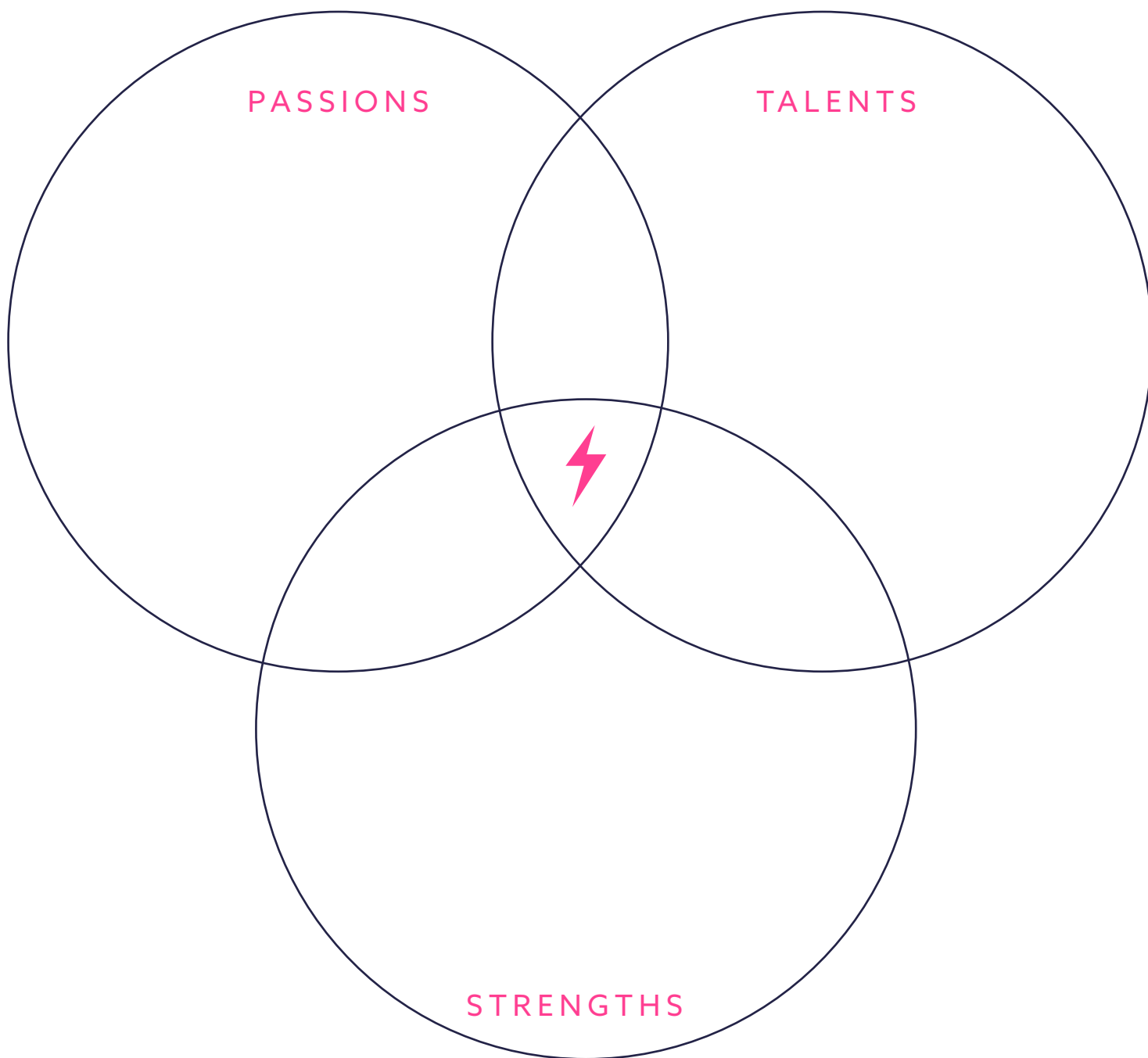
## NOW IT'S YOUR TURN!

1. Go through each phase of finding your super powers as described in this lesson.
2. Give your super powers a thought, pour your heart into them, and fill up this lesson's worksheets.
3. Then head to the community, and share what's your super power + questions + doubts.

# 1 | FINDING YOUR SUPER POWERS

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Brainstorm with the help of your previous research brainstorm your passions + talents + strengths.





# 1 | FINDING YOUR SUPER POWERS - CONT

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1. Make a list of your possible Super Powers.
2. Cross out the ones you have trouble to focus on.
3. And highlight the things that you feel most passionate about.

What super powers have you found in you?

# 1 | FINDING YOUR SUPER POWERS - CONT

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Make a list of all the ways you can start using your super power now.

How can you use these super powers from today?

# [Lesson 2] Pain + Pleasure points of your Dream Clients

We've just covered the first element of your best-selling offerings formula: you + your super powers. And now it's time to put together the second element with the help of the last module.

**You'll use your dream client skeleton to determine your dream client's pain + pleasure points; the needs+ wants they have that you want to satisfy for them.**

***The wants are your dream client's desires, and they're determined by their goals + hopes + values. And the needs are your dream client's struggles, and they're mostly defined by their beliefs + fears + hurdles.***

**People is moved by emotions, they're taken to action either by fear or passion, and they buy according to what they need + want emotionally.**

That's why you need to focus on what gives them pain, and what gives them pleasure: their pain and pleasure points determine what they're willing to buy and when.

## Pain + Pleasure Points

**PLEASURE POINTS = WANTS**  
*Wants = Desires + Goals + Hopes + Values*

**PAIN POINTS = NEEDS**  
*Needs = Struggles + Beliefs + Fears + Hurdles*



## HOW DO YOU USE YOUR DREAM CLIENT'S NEEDS + WANTS INTO THE FORMULA?

### 1 | *List all the Pain + Pleasure points of your dream clients.*

**From your research of the last module, brainstorm and list all the pain + pleasure points of your dream clients based on the dream client skeleton.**

Remember, this info must be real data from the real world. It's really not enough to guess here because what could seem logical for us may not be what our dreamies actually want. So, maybe you don't have a lot of info right now, and it's okay as long as you keep building your dream client skeleton. If you have a little bit of info, then go with it. And if you have had a couple of clients, figure out their pain + pleasure points from your interactions with them – be very aware.

**For example,** Regina is a small business owner, she's creating an eco-friendly clothing line from scratch, and these are her pain + pleasure points (or needs + wants).

*Wants:*

- She wants to establish her brand as one of the top-ten eco-friendly clothing lines within her niche.
- She wants to build a team (and work with a designer) who understands her vision + her brand. More than employees she wants to nurture a friendly work environment because she believes that happy team workers equal a happy + successful business.
- Although she's aware of her limited budget, she's not willing to sacrifice the quality of her products or the payment of her team. She values the people who work with her and buy from her

*Needs:*

- A designer who works with quality, delivering unique designs, and who values her clients + projects. She doesn't need the cheaper designer because she knows how this decision will affect her main goal of establishing her brand as one of the top-ten in her niche.
- She needs someone who understand her niche, someone who has experience creating for her dream clients, and who can help her achieve her main goal.
- She needs to start with small runs so she can pay her team, and deliver a high-quality product.

**Another example** is Emma, she's a photographer, loves art, and she's such a sentimental. She loves capturing + preserving the most wonderful memories (hey, she's a photographer!). And she has the most beautiful picture of her parents' wedding. She has thought about making this picture bigger + better, but she wants it to be artistic too, so she has also thought about replicating the pic as a painting, and even tattoo it on herself (but needles scare her to death).

*Wants:*

- She wants to preserve a beautiful moment in her life and in her parents' life; the beginning of everything.
- She wants to have it in her home as a reminder of her own beginnings.
- She wants art involved in the whole thing.

*Needs:*

- She needs an artist that values memories + love as much as her. Someone who will care about all the little details, and who's style she LOVES.

## **2 | Compare this list with the filtered list you got from the last lesson.**

On the last lesson, you determined your super power(s), and you got a list of ways you can start using it. And now you have to **cross off the needs + wants of your dream clients that don't align with your super power.**

Be ruthless, if what you do best is not what your dream clients want + need, just ditch it. And don't fret because there will still be ways to help your dream people.

**Focus on your super power + what you do best, and everything will fall into place.**

**For example,** I could help Regina to come up with her collection from A to Z, from concept to final product. But my super powers don't include pattern making + sewing; I know how to do that, but that's not what I do best (or like more), so I keep my offerings aligned to my super powers + what I do best + what I want to do. Then, I could offer her these options:

- Design her collections + deliver final line sheets
- Design her collections + line sheets + tech packs
- Design her collections + line sheets + tech packs + oversee production (in case I wanted to travel and take care of that too.)

## **3 | How would you satisfy those needs + wants.**

**Brainstorm ways of how you would meet the needs + wants of your dream clients.**

Are they similar to the ways you listed on how to use your super powers? Are they different? How? Are they more exciting + complete + meaningful?

**Push and go a little beyond the limits + the conventional with this step because you can find answers you weren't aware of before.**

With the same example for Regina, I could also include textile pattern design because it's something I LOVE, and sourcing materials because I care about developing my designs as I envision them.

**Brainstorm as many ideas as you can, and even if they seem crazy jot them down.**

## NOW IT'S YOUR TURN!

1. Follow this lesson along with your worksheets from the past module and with this module's workbook.
2. Come up with your final list of ways to satisfy your clients' needs + wants, and keep it handy because in the next lessons you'll filter your list again to come up with your best-selling offerings.
3. Then head to the community, and share your dream client's pain + pleasure points, plus all your questions + doubts.

## 2 | PAIN + PLEASURE POINTS

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List all the Pain + Pleasure points of your dream clients. From your research of the last module, brainstorm and list all the pain + pleasure points (needs + wants) of your dream clients based on the dream client skeleton.

Pain Points (Needs)

Pleasure Points (Wants)



## 2 | PAIN + PLEASURE POINTS - CONT

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1. Compare your dream client's needs + wants with the items that you highlighted in the last lesson (your super powers), and with the list of ways you could use your super powers.
2. Jot down here the supers powers you can use to meet your dream client's needs + wants.

What super powers can you use to satisfy your dream client's needs + wants?

## 2 | PAIN + PLEASURE POINTS - CONT

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Brainstorm ways of how you would meet the needs + wants of your dream clients. Are they similar to the ways you listed on how to use your super powers? Are they different? How? Are they more exciting + complete + meaningful?

How can you satisfy your dream client's needs + wants?

# [Lesson 3] Aligning your offerings to your dream business vision

**Your dream business vision is the last ingredient of your best-selling offerings formula.**

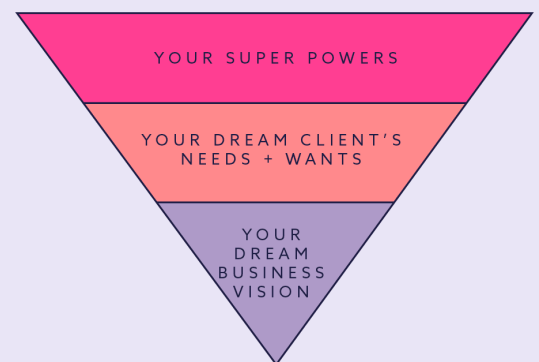
This will be a short lesson because you've already set some goals during the pre-homework and you also created your dream business vision in module 1. And now, it's time to **reflect on those goals and that vision and determine if the ways to meet your dream clients needs + wants align to your dream business vision.**

For each idea from the previous lesson final list, respond these questions:

- Is this idea on how to help your dream people aligned to what you want your business to be?
- Will it help you accomplish your short + medium + long term goals?
- How will it help you?
- Is it something that you see yourself doing for more than three months?
- What would make this idea more meaningful + fulfilling + helpful for both of you: you + your dream clients?

After this step, you could be left with a bunch of ideas or just two or three. Whatever the case, you can try one idea by one, measure results, assess how you feel about offering it, and determine if you want to keep selling it or not.

## Best-Selling Offerings



Nothing is set in stone, yet :P

***Remember that having a business, especially in the beginning, is all about experimenting and evaluating what's best for you + your dream clients + your business.***

## NOW IT'S YOUR TURN!

1. Follow this mini-lesson along with your worksheets.
2. Filter your ideas again.
3. And hop on the community to share your results + questions + doubts :)

### 3 | ALIGNING YOUR OFFERINGS

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Determine if the ways you brainstormed to meet your dream clients needs + wants align to your dream business vision. And, for each idea from the previous lesson final list, respond these questions:

Is this idea on how to help your dream people aligned to what you want your business to be?

Will it help you accomplish your short + medium + long term goals?

How will it help you?

Is it something that you see yourself doing for more than three months?

What would make this idea more meaningful + fulfilling + helpful for both of you: you + your dream clients?

# [Lesson 4] Giving life to your offerings

**Your best-selling offerings are almost there; you just have to add the bells + whistles to make them official.**

**Firsts, you'll have to decide if you want to sell your offerings as services, products, or both.** Maybe you want to work as a freelancer, so it makes more sense that your offerings are services. Or maybe you want to work as a freelancer and have another revenue stream selling products like stationery, a subscription box, prints, or another kind of products to individual fans of your work.

**This is your time to decide, go a little crazy with your ideas, and determine what you want to do first.**



## THE WHAT + THE HOW

Now you have some ideas that you can turn into your best-selling offerings. Ideas that passed the filters of your super powers + what you want to do, your dream clients needs + wants, and your dream business vision. And with all that info complemented with your ever growing dream client research, you're armed to come up with your first offering.

### 1 | *What will it be?*

What do you want your idea to be, a service or a product? A service for another business or an individual? A product for another business or an individual?

What do you think will be the most meaningful + fulfilling + useful for you and your clients? What do you think will have the most impact in both of your lives, and in your business?

What problem do you want to solve? What need or want do you want to satisfy?

**Depict all the little details of your service or product:**

- What are you going to create/make/deliver?
- What will it do?
- What's your promise?
- What problem(s) does it solve?
- What needs does it meet?
- What wants does it satisfy?
- What makes you different from the competition?

## **2 | *How will you take care of it?***

Okay, now you know what you want your offering to be, but how will you create it, how will you deliver it, and how will it meet your dream client's wants + needs?

Think about the following points and get as clear on them as you can.

***How will you create this offering?***

If it's a service, what are the steps you need to follow from the beginning to the end to deliver the results you're promising? Are you the only one involved? What's your role?

If it's a product, what are the steps you need to take to create/make your products with the quality standards that you're promising? What are the steps you take care of? What's your role? Do you need someone else? What would be your team's roles?

***How will this offering meet your dream client's needs + wants?***

Get a little clearer on the problem you're solving, your promise to your customers, and how you can make them better for them.

***How will you deliver this offering?***

If it's a service, how will you provide your results to your clients? How will you communicate with them? How will you fulfill the final deliverables?

If it's a product, how will you send it to your clients? How will you communicate with them? How will they express their doubts and concerns? What customer service will you have available?

### **3 | *Put it all together***

Before offering anything, you must get clear on what you're selling, so it's easier for you to explain it to your prospective clients. So, dig into your offering again, read it, re-read it, doodle it if you want, let it sit, and reflect on it.

- Does it really make use of your super powers?
- Is it something your dream clients need + want?
- Does it help you make your dream business vision a reality?
- What is it all about?
- Does it actually help and fulfill your dream clients needs + wants? How?
- |How will you create/make/deliver it?

**Cover all the details, if there's something you don't know or understand yet, try to run a little experiment to figure it out.**

For example, if you want to create fashion illustration collections for stylish stationery brands to use in their products, but you don't know the exact steps you have to follow, then create a mini-collection and jot down every single step you have to take (coming up with the theme + sketching + selecting final ideas + illustrating + editing + creating final printable files + delivery options) and how you have to take it.

Or if you want to sell products to people all around the globe, but don't know how to deliver them in an efficient + inexpensive way. Then, research all the options you have at your disposal. Although most of the times the most economical option is local mail delivery, it may not be the most efficient or fast. And once you have your options written in one place, list their pros + cons to come up with a final decision.





## FINAL THOUGHTS

The more you clarify your offerings + what you deliver + how you deliver it, the easier it will be for you to create your sales page + product descriptions, product launch, and even pricing will be a lot smoother (which we'll see in module 6). So, take this week (or as long as you need) to jot down all the details of your new offerings.

Finally, during your journey, you'll realize if your offerings need a tweak or two, if you'd like to keep delivering them, or if you want to discontinue them. **Every month, or even every quarter, make an evaluation of:**

- Your own performance.
- Your revenue + offering acceptance by your dream clients.
- Your progress towards your goals with this offering.

## NOW IT'S YOUR TURN!

1. Follow this lesson along with your worksheets and craft your best-selling offerings.
2. Get clear on each detail of your offerings (the what + the how)
3. Once every single detail of your offerings is clear and written down, share the good news in the community, and tell us what's your offering about + who is your dream client + what super power will you use + how this offering will help you achieve your dream business vision.

## 4 | GIVING LIFE TO YOUR OFFERINGS

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What will it be? Depict all the little details of your service or product:

What are you going to create/make/deliver?

What will it do?

What problem(s) does it solve?

What's your promise?

## 4 | GIVING LIFE TO YOUR OFFERINGS - CONT

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What needs does it meet?

What wants does it satisfy?

What makes you different from the competition?

## 4 | GIVING LIFE TO YOUR OFFERINGS - CONT

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How will you create this offering?

## 4 | GIVING LIFE TO YOUR OFFERINGS - CONT

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How will this offering meet your dream client's needs + wants?

## 4 | GIVING LIFE TO YOUR OFFERINGS - CONT

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How will you deliver this offering?

## 4 | GIVING LIFE TO YOUR OFFERINGS - CONT

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Dig into your offering again, read it, re-read it, doodle it if you want, let it sit, and reflect on it.

Does it really make use of your super powers?

Is it something your dream clients need + want?

Does it help you make your dream business vision a reality?

## 4 | GIVING LIFE TO YOUR OFFERINGS - CONT

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What is it all about?

Does it actually help and fulfill your dream clients needs + wants? How?

How will you create/make/deliver it?



## 5 | MONTHLY + QUARTERLY CHECK UP

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Every month, or even every quarter, make an evaluation of:

Your own performance and fulfillment creating + delivering your offerings.

Your revenue + offering acceptance by your dream clients.

Your progress towards your goals with this offering.

# So, what are your new offerings?

You can let me know via email:

[karenavila@fashionstepbystep.com](mailto:karenavila@fashionstepbystep.com)

via the comments + community on the course:

<http://courses.fashionstepbystep.com/thriving>

or via Instagram with the hashtag:

[#ThrivingAsFashionCreative](https://www.instagram.com/explore/tags/ThrivingAsFashionCreative)

## R E M E M B E R . . .

Also, keep in touch with me, let me know if you have questions, if I can help you overcome a struggle, or just say hello. My email is:

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***Keep learning, keep exploring, and keep creating.***



*Karen.*

Karen Avila | Fashion Creative + Mentor