

**2022-2026**

# Made By Molli Revenue Road Map

## **Who is Made By Molli?**

Made by Molli is a boutique branding agency, committed to premium brand design, strategy and management, lead creative, Joy-Ann 'Molli' Johnson serves businesses who are ready to own their space in the global market.

## **Made By Molli's Current Structure:**

Made By Molli is on the precipice of growth and change, currently we have two income streams: Brand Design & Strategy which is managed by Sole Proprietor Joy-Ann Johnson, and a Graphic Design retainer with PROVEN Wealth Limited where Joy-Ann's Assistants Nelle and Vanessa design PROVEN's daily social media posts, newspaper ads, etc on a weekly basis. In addition to this Made By Molli has in the pipeline a number of products that will be sold via [www.madebymolli.com](http://www.madebymolli.com)

Made By Molli envisions these services breaking out in their own departments within the company structure as:

1. The Department of Creative Solutions (DCS): this department encompasses the expansion of the current team (Joy's assistants) that manage the PROVEN Wealth retainer. The goal is to take on more retainer clients and expand the team to serve them.
2. The Department of Brand Strategy, which is currently led by Joy-Ann's personal expertise in Brand Design and Strategy. Here I offer 1-on-1 branding services for clients.
3. Shoppe with Molli: This is the retail leg of the business that will sell productivity tools and courses.
4. Additionally made By Molli seeks to own and profit from assets such as real estate commercial properties.

I will further outline these departmental structures in 3 sections below:

## [Real Estate & The Department of Creative Solutions \(DCS\)](#)

## **Real Estate and the Dept. of Creative Solutions (D.C.S.)**

The department of Creative Solutions is in a state of expansion. This concept started with the need to hire a team to manage a client retainer. This client retainer was once single handedly managed by me, until the workload forced me into seeking assistance. Over the course of 8 months I was able to train my small team to design the client's visual content exactly as I do, allowing me to entrust most of the design deliverables to them. The intention here was to free me up to work on the rest of the business.

Over time, I realized that what I had done with my two assistants and PROVEN Wealth was duplicatable. I could train, and package teams to sell to clients who needed consistent design work 3-40hours weekly, but didn't want to make the heavy investment of training, onboarding and managing their internal creative teams. They could outsource my remote creative team to design as though an in-house team on their behalf for a fraction of standard industry costs. This would solve my problem of dry spells between on-off projects for clients. As the DCS would now function as a complete revenue engine ensuring the business had recurring income every month. But this expansion requires financial support, which I have been trying to seek from the bank for months with no avail.

In imagining how many of these creative units I could train and outsource to clients, I began thinking of where I'd house my department. And then my mind turned to real estate. I started to think of how I could give my creatives a cost-effective space to work in and began to look at warehouses. My idea originally was to rent a cheap space for my team to work in. But once again the idea expanded and I decided I would invest in buying a warehouse, and retrofit it and rent it to either companies as a commercial office space, or short term leases to entrepreneurs as a coworking space.

I could tuck my team away in a corner and outfit then rent the rest of the property for revenue. [I found a space for \\$35,000,000 JMD \(1500 sq ft\) with mezzanine expansion capacity with its 18ft high walls.](#)





I will be meeting with realtors to conduct some more market research into location and pricing strategy for what I have in mind. And I will be in contact with property developers to look at how such a space can be retrofitted for commercial office and coworking spaces.



And so the vision of building out the Department of Creative Solutions has expanded into a real estate co-working mission.



### The Department of Brand Strategy (active income):

1. Brand Design + Strategy Packages:
  - Sub Services
2. VIP Days

## Brand Strategy & Design

Made By Molli creates brand identities & strategic productivity tools for businesses seeking to compete on a multi-national scale, arming them with blueprints on how to show up impact-fully in their marketplace, as seen on [www.madebymolli.com](http://www.madebymolli.com).

Brand Strategy & Design is Made By Molli's flagship service, and it is offered through 3 packages for clients to choose from, based on their goals and budget. The intention of this service is to get businesses prepared from a visual standpoint, to enter their market spaces with the confidence and ability to communicate to, and attract their target audience. The three packages are currently under review.

[\[fox trot branding template\]](#)

[\[fox trot branding template\]](#)

### **Sub-Services:**

Sometimes clients who have an existing brand identity will request additional sub-services to add value to their brand, these services can look like:

- Presentation Design
- Company Profile Design
- Magazine Design
- Proposal Design
- Web Banner Design
- Billboards
- Banners
- And more
- Product Packaging
- Social Media Styling and Management

## VIP Days for Digital Media Design

### BOOK ME FOR A MONTH'S VALUE – In the Space of a Day

This package is great for entrepreneurs who want to sit with me side-by-side for two days to batch their static (non-video) digital content, for up to six weeks in my VIP 2-Day Intensive. As the world of digital media evolves into video-heavy content, it is easy to forget about the power of a professionally branded feeds, emails & banner ads.

This is where I come in to give my clients gorgeously on-brand content, proven to build trust from their audience, and set them apart as an authority in their space. In a VIP Day, I'm fully committed to the curation of stock imagery and development unique but consistent layout designs, to supply my clients with up to 6-weeks worth of branded content.

During my VIP Days I remain on-call for my clients within our agreed upon hours; we may sit together via Google Meets as I work to build out the visuals for their calendar month ahead. They have the option of watching my process in real time, or relax knowing their visuals are in good hands and touch bases periodically to see where I am.

VIP Days are a good alternative to having a fully staffed Graphic Design team in-house for social media, emails, banner ads and any other digital creative needs. This is a great option for businesses who need batched content, really value speed and have a short chain-of-approval. The idea is to deliver all the creative collateral needed to have a powerful month ahead, by crushing up to 42 days of content in 2! **Duration: 2 Days**

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### **Shoppe with Molli (passive):**

1. Digital Art
2. Productivity tools: Journals, planners etc.
3. Courses
4. Retreats

The intention of the passive income streams is to build an iconic brand that inspires and is beneficial to clients, students, and creatives alike.

### **Digital Art [unlaunched]**

Made By Molli will offer digital and print-on-demand art via Etsy and our website. This service is for customers who would like the Made By Molli art style, and would like to purchase printable or canvas art.

### **Productivity Tools [unlaunched]**

To clients, Made By Molli is a business centered on order, aesthetics and brand success, standing as an influence to businesses in my target market to do the same, by following the path I did, or rather using the tools I do. By creating a brand that represents cutting-edge success, ingenuity and productivity in the modern world, I am using time tested tools (i.e. paper-based products) that have been optimized to support success in the digital world.

Supply Chain: Drop-shipping manufacturers will facilitate production on demand and ship to customers across the globe expanding my reach. Products include:

#### **1. Grand Planner:**

This is customized large desktop planner to help with the day to day structuring of business. Each grand planner is customized with trackable goals and planning categories each month, specific to the customer's business.

*Each planner includes a matte black case, markers and instructions. On checkout, shoppers can choose: their reminder keys, name, font style (corporate, elegant) and color tone, or they can choose a generic branded Made By Molli Grande Planner.*

*<see appendix>*

#### **2. Instagram Planner (Printable)**

Not unlike the Grande planner, this is similar in design. The printable Instagram Planner is a large digital document, that can be printed and used by busy social media managers who require a bird's eye view when outlining the content structure of their pages monthly.

### **3. Millions By Molli: The Ultimate Journal for Millionaires.**

Millions by Molli is a journal equipped with prompts and planning spreads to help successful entrepreneurs dive into the detailing of their goals and measure their success; it is for anyone on the path to earning several millions of dollars.

*<see appendix>*

### **Brand-spiration Daily, by Molli.**

This is a card deck featuring a collection of brands I've worked with, each represented by their logo, and a short blurb about how they show up in the world, and is printed on a deck of cards.

These cards are meant to offer daily encouragement and inspiration. One side of the card, there is the brand's logo, a short two liner about their values, their archetype and a call to action of encouragement. The flipside is Made by Molli branding.

Instructions: shuffle and pull a card each day for inspiration.

*<see appendix>*

### **ONYX by Molli, Sketch Journal**

This is a black-paged journal for creatives who are bold enough to create from a canvas of black. Add-ons: white gel pens, black sticky notes.

### **Norma Mae Sketch**

This sketchbook was named in honour of my mother, who was my first inspiration in the world of art. Our connection and bonding through sketches and drawing would later inspire me on my path to logo development.

The Norma Mae Sketch Journal is an optimized storytelling sketchbook for creative entrepreneurs, to facilitate mood-boards, story boarding, and project tracking.

### **Aromas**

As a part of my mission to become the go-to name in creative and entrepreneurial productivity, Made By Molli will carry a 'stress-management-through-aromatherapy' line, with abstract, quirky or relatable labels.

*<see appendix>*

### **Complete Life Work [long term]**

My Complete Life Work will be a publication of all my work, from the very first thing I designed to my most current, impactful work. This is intended to be a print-on-demand hardcover publication. Originally, I had not intended for this to be available for sale, but more of a personal keepsake. However, if I successfully build and position this brand in the way I intend to, I believe in my later years it can have marketable value, similar to Coco Chanel's "Chanel: Collection and Creations". This is a long-term vision of the brand I hope to execute someday.

### **Online Course [unlaunched]**

It is my intention for Made by Molli to cover the creative industry from end-to-end, creating a supply chain not just for consumers, but potential competitors and future threats as well. As the creative and digital markets expand, there has been a flood of new creatives entering the space, many of which are at a complete loss as to how to structure and scale a creative business. This is raw talent waiting to be honed with the guidance of an industry veteran.

It is inevitable that new talents will rise in the future, there is no way of stopping this, and so I instead intend to not fight it, but profit from it. Having over 8 years experience in the field, I am well equipped to offer guidance to new market entrants by way of online courses. These courses will become the path to building a strong industry voice and a loyal following of younger creatives, as it helps them navigate difficulties and avoid the pitfalls of a young creative career, eliminating or lessening the brutal testing period of the first 3 years in the industry.

Target audience: Local & Regional Creatives

#### **ONLINE COURSE 1: \$500 USD**

#### GOOD TO GREAT: SCALING YOUR CREATIVE BUSINESS - \$80,000 JMD

- Revenue Planning
- Winning Pitch Template - 100% guarantee on inking deals
- Maintaining Order
- Client Relationship Management Systems
- Leveraging Artificial Intelligence
- Client Care: Customer Service that Converts
- Training Your Team

#### **ONLINE COURSE 2: \$200 USD**

#### FOUNDATIONS: SETTING THE TONE FOR YOUR CREATIVE SUCCESS

- Portfolio Organization

- Scripts & Task List: How to set them to optimize your day
- Your Sales Strategy and what's missing
- Pricing Strategies for beginners
- Client agreements and contracts
- Mindfulness & Conquering Anxiety
- Surviving the Low Months

## Investments

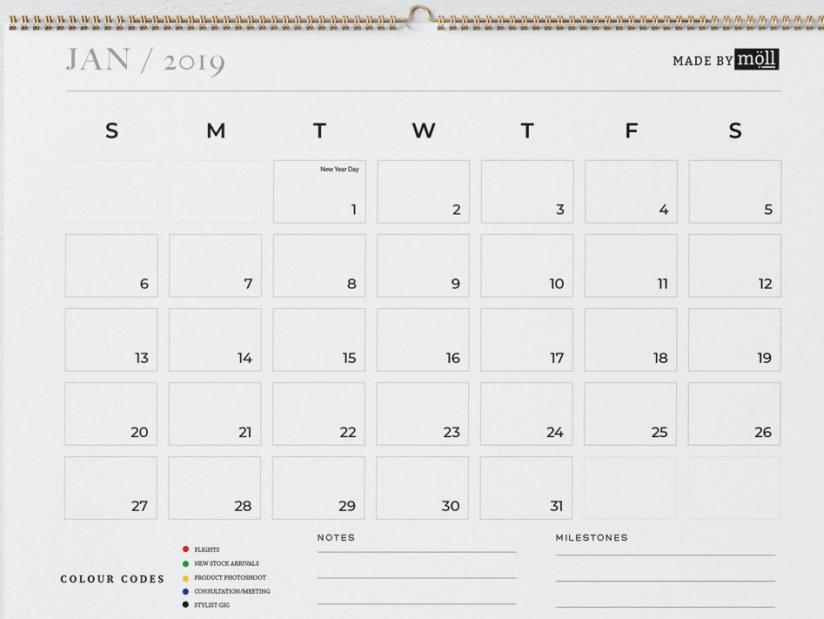
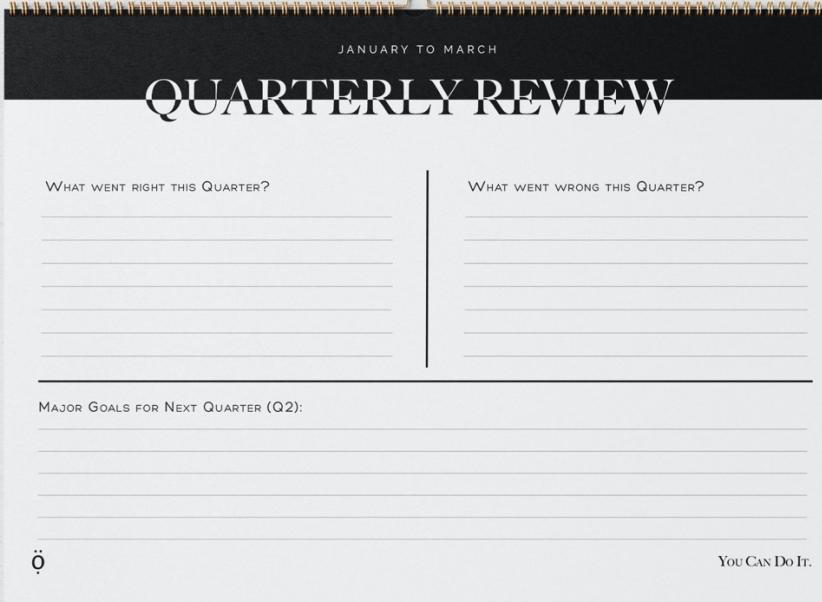
With the unpredictable nature of the creative industry, it is important for Made by Molli to invest in Unit Trusts and other means of passive income that can gain returns in the years to come. In addition to real estate [mentioned in section 1 of this document], I am also open to a low-risk entry into the crypto/blockchain NFT market.

## Creative Retreats [Long Term]

Another long term goal of Made By Molli is to partner with other industry players to develop a creative retreat and conference to connect, educate, inspire and support local and regional creatives.

## APPENDIX



















**Thank you for viewing.**  
**www.MadeByMolli.com**