

Valentina Anea

Mr. Speice

Independent Study And Mentorship

15 February 2019

Final Product Brainstorm

Assessment 15 - Mentor Visit

Mentor: Elizabeth Hendershot

Profession: Creative Director and Owner

Location: Elizabeth Leese, 14673 Midway Rd #100, Addison, TX 75001

Date: February 7, 2019

Time: 1:00 PM

Assessment:

The mentor visit with Ms. Hendershot last Thursday was scheduled with the purpose of brainstorming for the final product. The reason why a new final product idea had to be brainstormed was because the last idea was not using the skills of synthesis, analysis, and evaluation. This is why going into this mentor visit I felt a little discouraged but I also had another idea to propose to my mentor.

During the mentor visit, I told her about the issue and how I decided I wanted to create an Instagram business. At first, she was not completely sold on the idea but the more we brainstormed and the more I explained to her that it was the perfect final product to end the year, she agreed. The final product is the perfect way to finish off the year because it accumulates everything I have learned throughout the year.

The mentor visit with Ms. Hendershot was incredibly helpful at taking an idea in my head and creating a tangible plan in order to execute the idea. From the simple idea I proposed of creating my own Instagram business from thrift clothes, Ms. Hendershot came up with a list of things I would need to research and complete in order to make the final product a reality. What she explained to me was that in order to create my own Instagram business I should first do some research on the steps of filing for a business license, (even if I was not going to file one) because it would expose me to the process and effort it takes to create a legitimate business. I agreed with this advice, so for my final product, I decided to do some research on business licenses.

Another important part of creating a business and brand is a logo and name. Ms. Hendershot emphasized that a logo and brand name can make or break a business. If the logo or the brand name is not something that appeals to customers then the business will not do good. She also told me that using your real name for your brand has to be an extremely conscious decision because you are giving up your identity and any privacy. Her advice made me think and I realized that for my brand name I did not want to use my real name. I want to create a name that epitomizes what my small business stands for and a name that will resonate with my customers.

The mentor visit with Ms. Hendershot was ideal for easing my nerves and making me feel more confident about my idea. If I never had this mentor visit I would not have been able to use her input and advice to create a plan for my final product. With her help, I was able to create a final product proposal that I felt represented what I have learned the first semester of ISM. Now that I have a to-do list of all the topics I need to research and complete I can start my final product.

Mentor Visit Notes:

Final Product Idea

- Instagram Business
- Sell upcycled thrift clothing
- Important to look into the of filing a business
 - Sole proprietorship
 - A step above LLC- bring on your own employees: limited liability
 - Understand the steps to getting licensed and do some research
 - Instagram has no overhead so it is less expensive
- Brand proposal and make a logo
- Make a collage and a mood board before buying the clothing
 - Use them for inspiration
- Make your own niche ex: Dallas designer Farah has a sustainable brand niche
- Listen to How I Built This: a podcast from NPR about Sarah Blakely creator of Spanx
 - Talks about building her own brand
 - Sticky marketing
 - Good person to look at for methodology
- Methodology
 - Licensing
 - Brand proposal
 - Instagram
 - Buy clothes

- Outgoing and incoming flow (no overhead so not expensive)
 - Think about pricing of clothes, budget, and shipping clothing
 - Sponsored posts: maybe
 - Start with consignment and then alter them
 - Range (\$10-\$50)
 - Market maybe as a pop-up because it makes it more exclusive
- Inclusive sizing
- Post photos as a photo album on Instagram:
- Collaborations with up and coming