

1. WHERE YOU ARE NOW

Your current offers and near-term targets

Test Company

1. Where You Are Now

You have built something exceptional. Over more than a decade, Next On Scene has championed emerging brands, translated raw stories into credible visibility, and made the press feel both accessible and worthwhile. Your magazine and podcast form a living media ecosystem, and your on-camera coaching helps clients show up with confidence. You are not simply booking placements, you are shaping narratives, growing reputations, and opening doors that lead to real opportunities.

Your work has earned trust because you deliver. Clients rely on you to navigate media with poise, to amplify wins across channels, and to move quickly without sacrificing quality. In Boston and beyond, your name signals integrity, connection, and momentum. You have a formidable track record, an engaged community, and a clear voice. The foundation is strong, and you are ready for the next level of scale that protects your energy while expanding your impact.

Your current offers and near-term targets

Full-Service PR and Marketing: ideally 2 to 3 clients at 7 to 10k per month, 6-month minimums that often extend 2 to 3 years. Goal: add one highly qualified client while keeping workload manageable.

Visibility Blueprints: 5k and up, historically the easiest close but time-intensive. Goal: speed creation without losing your personal touch.

Glow Up Society: 500 to 750 per month, target 10 members. Goal: evolve to an annual, scalable program with strong retention.

Preferred Vendor Program: 29 per month, fully team-run. Goal: grow membership as dependable recurring revenue.

Podcast Sponsorships: grow to 1 to 2k per month as a key income stream. Goal: make sponsorships a principal revenue pillar.

Your focus for the next stage

Spend about 90 percent of your time on thought leadership, partnerships, and the podcast, while systemizing, automating, and delegating the rest so delivery either leaves your plate entirely or takes far less time at higher margins.

Monetize the podcast with consistent, renewing sponsorships that become a major revenue stream.

Keep a small number of premium full-service PR clients for depth and stability.

Systemize and speed up your one-off strategy work so you can take more without working more.

Turn Glow Up Society into an annual, community-driven program with year-over-year retention.

Grow the Preferred Vendor Program significantly, since it is fully delegable and creates recurring revenue.

What is getting in the way right now

You have demand and reputation, yet the current setup makes growth heavy and fragile. Offers live mostly in email, which fragments conversations, hides key details, and makes it nearly impossible to scale your recurring revenue offers to a larger client base. The website is not acting as a true hub, so visitors cannot clearly choose their path to the magazine, podcast, sponsorships, vendor program, or services. You are likely losing potential clients who visit the website because they can't tell if they are in the right place since or if the language there speaks to their needs. Client delivery and asset collection are manual, which slows projects, increases back and forth, and keeps you working inside the business instead of growing it. Outreach and sponsorship follow-up are inconsistent and hard to track, which quietly leaks pipeline, delays decisions, and leaves money on the table. These gaps are serious. If your goal is to scale Next On Scene while reducing your workload, they are draining your time, creating avoidable stress, and translating directly into missed revenue and missed momentum. Every month without systems is time you cannot recover, opportunities you cannot replay, and hours you do not want to be working at this stage of your business.

However, these are all solvable issues with structure. Once we centralize how leads arrive, how offers are purchased, how assets move, and how delivery runs, your effort drops and your outcomes rise. You will feel the difference in fewer context switches, cleaner handoffs, faster approvals, and clearer data. The sooner we implement, the faster you reclaim hours, reduce mental load, and accelerate growth across all your current offers.

How the next sections will fix this

We will introduce clear systems, automations, and platforms to remove friction. That means:

Introducing lead captures and automating organized outreach through email sequences, segmented by audience and the offer they are most interested in.

Automations across sales and onboarding, including fully hands-off sales flows for specific offers, and highly efficient delivery systems once a client says yes.

Centralized hubs where clients submit assets outside of email, plus simple delivery and approval flows when you send assets back.

Templates and AI-assisted workflows for strategy creation, built from your existing templates, so you complete Blueprints much faster without losing quality.

A true home for your community with courses and member management that your team can operate.

A repeatable, systemized sponsorship pipeline with automated intake forms, media kits, rate cards, invoicing, and renewals, all handled automatically.

This is a brief overview of a larger plan to run Next On Scene more efficiently, more hands-off, and at greater profitability, while you focus most of your time on thought leadership and growth.

The structural change that unlocks it

We will reorganize how your brand shows up. First, we create a clear parent brand with two focused sub-brands. Each offer will have its own space to speak to the right buyer, while everything remains connected under the Next On Scene umbrella.

Parent brand: Next On Scene Media

This becomes the hub for your media world and your highest trust offers. It will house:

Magazine, podcast, and events

Sponsorship inquiries for your media properties

Preferred Vendor Program for partners who want to join the ecosystem

Full-Service PR Consulting as your flagship, high-ticket service

We will completely overhaul the website design, messaging, and user experience so it serves three clear paths.

People who want the magazine, podcast, or events.

Companies that want to sponsor those channels.

Businesses that want to join the Preferred Vendor Program.

Full-Service PR Consulting will remain inside the parent site rather than splitting out, because the magazine, podcast, and partner ecosystem together create a powerful trust signal that reassures new prospects and shortens sales cycles.

You want only one, possibly two, more full-service clients, so keeping it within the parent site keeps the path clean and selective.

About the tech, here is the simple version. We are not building separate websites for each sub-brand. We will create dedicated pages for them and give each one a short web address, such as blueprints.nextonscene.com or glowup.nextonscene.com. Think of these as labeled doors on the same building. When someone clicks a menu item on your main site, the door opens to a focused page for that offer. Behind the scenes, we will build those pages on an all-in-one system called GHL so the experience is smooth, fast, and easy for both visitors and your team.

Sub-brand: Blueprints by Jackie Zuk

This is your one-off premium strategy offer that people choose because they want you. We will preserve the personal touch while dramatically reducing creation time with smart templates and AI-assisted drafting. You increase monthly volume without longer hours. In fact, I can assure you that even if you were to take on 1-2 more of these a month, you would still be working fewer hours to create them than you currently are with the AI assistance we can implement. As a result, margins improve, and buyers still receive a high-end, bespoke plan with a clear, fast path to action. The lifestyle impact is real. You protect your focus for the podcast and thought leadership while keeping a premium offer that showcases your expertise without a long-term commitment to the client.

Sub-brand: Glow Up Society by Next On Scene

This is your group coaching PR program, rebuilt as a true hub with community, curriculum, and member operations handled by systems and trained support. Once it is set up, it runs with you on one or two calls per month, not in your inbox every day. That gives you time freedom, steadier recurring revenue, and a bigger platform for your voice. Members feel supported by a consistent rhythm of content, reminders, and check-ins, and you grow an alumni pipeline that feeds future sponsorships, case studies, and referrals.

In the next section, we will outline each sub-brand in detail, including its purpose, visual identity, ideal audience, and the messaging strategy that speaks directly to that audience.

The Parent Brand: Next On Scene Media Purpose of the Parent Brand

You are shifting Next On Scene to operate first and foremost as a media platform that spotlights entrepreneurship and small business, with the magazine and podcast as the primary anchors. This parent brand becomes the public hub for everything audience-facing, and the trust engine that powers conversions for the rest of your offers. Under this umbrella, you will house the Magazine, Podcast, and Events, along with Sponsorship inquiries for those channels, the Preferred Vendor Program, and your flagship Full-Service PR Consulting. All while setting up the Next On Scene parent brand to expand into your ultimate goal of becoming a network space with studios and on-site services. This approach keeps sponsors and vendors aligned to the media outlet they want to access, and it lets prospective consulting clients see proof of reach and credibility in one place.

Functionally, the site will be redesigned as a clear, platform-first hub. Visitors self-select into three clean paths: consume the magazine or podcast, sponsor those channels, or join the Vendor Program. Full-Service PR Consulting will remain inside the parent site to benefit from the platform's authority signals and shorten sales cycles. We will implement a Showit redesign for the main site with focused redirects to dedicated GHY pages for each offer, which gives you fast funnel performance without a heavyweight migration.

Visual Recommendations

What I see now

You are already signaling credibility with a black and gold logo treatment, press logos, and founder-forward photography. The site positions you as a media platform with magazine and podcast anchors, but the visual system can do more to connect the media ecosystem with your revenue paths like sponsorships, the vendor program, and consulting. A small evolution to the palette and type will keep the brand recognizable while giving us a clearer hierarchy and a more editorial feel. nextonscene.com

Updated Color Palette

I kept the recognizable black and gold energy, then added two supporting tones to create a modern editorial system that will photograph well and scale across sub-brands.

Spotlight Gold — #E2B857 Chosen to honor your existing gold while improving digital readability. It cues achievement, awards, and “seen” moments that matter to sponsors and vendors.

Harbor Navy — #0E3A5A A Boston-rooted, editorial blue that adds depth to headlines, quote blocks, and sponsor materials. It stabilizes the palette so gold pops with purpose.

Ink Black — #111214 A rich black for crisp headlines and primary text. This keeps your authority intact while improving contrast for accessibility.

Cloud Paper — #F7F7F5 A soft off-white that reads clean in long articles and landing pages, reduces eye strain, and photographs nicely with your brand photography.

Signal Coral — #D94B5B A controlled accent to inject energy into social thumbnails, badges, and micro-highlights without competing with the gold.

Typography Recommendations

Goal: editorial polish that stays approachable. I selected typefaces that are widely available, render beautifully on screens, and pair well for both media and sales assets.

Headings: Montserrat Bold Where to use: page and section headlines, sponsor deck headers, magazine feature titles. Why: geometric clarity, strong presence, and modern media vibe without feeling corporate.

Body: Inter Regular Where to use: articles, case studies, landing page paragraphs, emails. Why: exceptional on-screen legibility in long form, clean punctuation, and friendly letterforms.

Accent: Playfair Display Italic Where to use: pull quotes, magazine-style captions, hero overlines, occasional emphasis in decks. Why: brings just enough editorial elegance to signal “media outlet” while keeping body copy clean.

Brand mark and logo

If you are open to it, I recommend a logo refresh plus a compact sub-logo for watermarking assets. A subtle modernization of the wordmark will help the brand feel more editorial and will make it easier to integrate the two sub-brands visually. The sub-logo gives you a clean mark for podcast thumbnails, reels, and sponsor decks without clutter. We can keep the recognizable spirit of the current logo while tightening proportions and improving small-size rendering.

Ideal Audience Segment

You are speaking to one connected audience that shows up in different roles across your world. This single profile keeps your site and emails simple, while your calls to action guide people to the right path.

Roles inside the master segment

Media consumer and community member Reads the magazine, listens to the podcast, attends events, shares content. Often becomes a vendor, sponsor, or consulting client later.

Preferred vendor Small product or service business that wants always-on exposure inside a curated ecosystem. Values affordability, predictability, and easy onboarding.

Sponsor Brand that wants aligned access to an engaged founder and small business audience through your podcast and media properties. Expects clear audience data, sponsor assets, and simple renewals.

Full-service PR consulting buyer Established business that wants a high-touch partner to earn credibility, placements, and growth. Comfortable with multi-month engagements.

Demographics and firmographics

Who this covers: All roles Small to mid-sized businesses and their champions. Typical age 30 to 50. Company size ranges from solo to about 50 employees. Decision makers include founders, CMOs, heads of partnerships, and brand or PR managers.

Geographic focus

Who this covers: All roles Boston and New England as the community base, with national reach for the magazine, podcast, vendors, sponsors, and consulting.

Psychographics

Who this covers: All roles Value credibility, visibility, community, and momentum. Prefer approachable authority over sterile corporate polish. Motivated by being seen, being featured, and turning attention into real opportunities.

Interests and behaviors

Media consumer and community member Media diet includes entrepreneurial podcasts, founder profiles, case studies, and practical PR or marketing content. Follows Instagram and LinkedIn, subscribes to newsletters, attends local founder events.

Preferred vendor Looks for recurring brand mentions, directory placement, social spotlights, and features they can set and forget. Wants proof that exposure reaches buyers and a checklist that makes onboarding simple.

Sponsor Reviews media kits, audience snapshots, rate cards, and sample placements. Compares package clarity, brand fit, and renewal rhythm. Prefers an easy path from inquiry to booked inventory.

Full-service PR consulting buyer Reads case studies and success stories, checks for end-to-end strategy, and wants white-glove delivery. Looks for proof of placements and a clear plan that connects visibility to growth.

How this audience framing supports your goals

This single profile lets your homepage speak to one community while offering three clear paths: sponsor, vendor, or consult. It raises recurring revenue from sponsorships and vendors, keeps a selective book of premium consulting clients, and frees your calendar for thought leadership and the podcast. It also sets the foundation for the long-term vision of Next On Scene Media as a network, with a future physical hub of studios and on-site services that deepens community and multiplies monetization.

If this audience feels dense, do not worry. The parent brand is the most extensive. The upcoming sub-brand audiences will be more concise and even easier to digest.

Messaging Strategy

Brand essence and voice

You offer visibility with credibility. Your media platform makes it easy for ambitious brands to be seen and taken seriously, and you do it with a professional, approachable, impactful voice.

Positioning statement

You help growing brands earn credible coverage, connect with buyers, and convert attention into momentum through a magazine, podcast, events, and a simple path to sponsor, join as a vendor, or engage your high-touch PR consulting.

Core value propositions

Credible platform that turns features into trust and traction.

Aligned access for sponsors and vendors with clear deliverables and easy renewals.

High-touch consulting that integrates PR and marketing for sustained authority.

Systems for scale so you and your audience move from interest to action without friction.

Differentiation

You combine an editorial platform (magazine, podcast, events) with practical, done-for-you support and community pathways. That blend is approachable and high value for small business audiences.

Pain points to speak to

Media consumers and community: Feeling invisible, unsure how to get featured with credibility.

Preferred vendors: Paying for exposure that is hard to track, messy onboarding.

Sponsors: Unclear audience fit and ROI, slow activation, and renewals.

PR consulting buyers: Fragmented outreach, low internal capacity, hard-to-prove ROI.

What they need, what they want, what gets in their way

Media consumers and community members

They need credible features, inspiring founder stories, and a clear path to participate.

They want discoverability, credibility by association, and a simple next step.

What gets in their way uncertainty about how to get featured, imposter syndrome, and no clear process.

Preferred vendors

They need steady exposure inside a curated ecosystem, easy onboarding, and predictable spotlights.

They want affordable recurring visibility with proof of reach and a simple monthly checklist.

What gets in their way paying for exposure that is hard to track, messy intake, and manual work every month.

Sponsors

They need an aligned audience, clear packages, fast activation, and simple reporting.

They want reliable performance they can renew, turnkey creative options, and clean brand fit.

What gets in their way unclear metrics, slow approvals, and brand safety concerns.

Full-service PR consulting buyers

They need an end to end PR plan, credible placements, and amplification that converts.

They want high touch strategic leadership, compounding credibility, and measurable ROI.

What gets in their way fragmented outreach, limited internal bandwidth, and a weak link between visibility and sales.

Messaging pillars

Platform credibility: Show magazine features, podcast episodes, event stages, and testimonials as proof.

Aligned access: Three clear doors on the site with plain-English packages for sponsors, vendors, and consulting.

From attention to outcomes: Tie features and sponsorships to leads, inquiries, and renewals with simple metrics.

Community and continuity: Emphasize recurring visibility and renewal rhythms, not one-off hits.

Signature language

“Be next on scene.” • “Visibility that sticks.” • “Sponsor with confidence, renew on results.” • “Set your brand on repeat inside our ecosystem.”

Where to use this and what to show

Media consumers and community: Podcast clips, founder spotlights, short how-to posts, and newsletter features that invite them to apply, join, or attend.

Preferred vendors: A conversion-focused vendor hub with join-now checkout, onboarding checklist, and monthly spotlight calendar.

Sponsors: A sponsor hub with media kit, audience snapshot, packages, and a short form to book a call, plus automated follow ups.

PR consulting buyers: Case studies, proof of placements, and a short intake that routes to a consult. Nurture with concise roadmaps showing how visibility converts to growth.

Core statements to deploy

One-liner: “The entrepreneurial media outlet where ambitious brands earn coverage, connect with buyers, and convert attention into growth.”

Homepage hero: “Get seen by buyers who care.” **CTAs:** “Sponsor the Podcast,” “Join the Vendor Program,” “Explore Consulting.”

Why does this support your goals?

This messaging gives you one clear story with three paths, which grows recurring revenue from sponsorships and vendors, preserves a select book of premium consulting clients, and frees your calendar for thought leadership and the podcast. It also lays the groundwork for your long-term vision of Next On Scene Media as a network with a physical studio hub and on-site services.

Sub-brand 1: Blueprints by Jackie Zuk

Purpose of the sub-brand

You are intentionally tying this offer to your personal brand because prospects choose Blueprints when they want you on the strategy, not a generic process. Your name signals two things immediately. First, they will work directly with Jackie on the plan. Second, they get the power of your network and influence behind the recommendations, introductions, and opportunities that follow. Positioning the offer as Blueprints by Jackie Zuk makes that crystal clear at a glance. It also distinguishes this as the middle-ground option for buyers who are not ready for a long retainer, and who are not simply seeking a one-off media placement or low-touch vendor exposure. It is the premium one-time engagement that produces fast, actionable revenue wins, especially once we implement the AI workflows that compress delivery time.

To visually support that intent, the sub-brand will sit adjacent to the parent brand. We will lean into a blueprint motif: a bolder blue treatment for the word BLUEPRINTS, then a script signature “By Jackie Zuk” beneath it, with selective use of the parent brand’s gold and off-white so everything still belongs to the same ecosystem.

Visual identity recommendations

I added a single image board to the canvas that shows circular swatches for each suggested color, the HEX code, and the rationale under each circle.

Palette direction

Blueprint Cobalt and Harbor Navy carry the strategy and editorial cues.

Spotlight Gold and Cloud Paper connect to the parent brand and improve readability and polish.

Ink Black provides contrast for diagrams and long-form copy.

Typography for website copy

Keep the same web fonts as the parent brand for the landing page content so the ecosystem feels cohesive:

Headings: Montserrat Bold

Body: Inter Regular

Accent typography for pull quotes can remain optional and minimal.

Logo and mark direction (recommendation only, no mockups yet)

Set BLUEPRINTS in a bold, condensed sans for impact, such as Bebas Neue, Anton, or League Spartan.

Set By Jackie Zuk beneath it in a script that reads like a signature, such as Buongiorno Rastellino.

Prepare a compact sub-logo for watermarking strategy pages and social thumbnails. This keeps attribution clear without visual clutter and helps unify future sub-brands.

Landing page note

This will be a dedicated funnel page for the Blueprints audience. Copy, proof, FAQs, and CTAs will speak directly to buyers who want a one-time, premium strategy intensive with you, rather than a retainer, a media-only feature, or a low-touch vendor listing.

Ideal Audience

You are speaking to buyers who want your brain on their brand without a long retainer. They value your personal involvement and your network, and they are ready to act on a clear, one-time strategic plan.

Demographics and firmographics

Who they are: Founders, solo experts, personal brands, and lean marketing teams at service or product businesses.

Seniority: Decision makers with budget authority, typically Founder, CEO, CMO, Head of Marketing, or Brand Lead.

Company size: Solo to about 50 employees.

Stage: Post-validation through growth stage. They have revenue, offers, and a need for sharper positioning and execution.

Geographic focus

Primary: Boston and New England for relationship strength.

Secondary: National, since delivery is virtual and referrals come from your wider network.

Psychographics

Values: Speed, clarity, credibility, and results that can be implemented immediately.

Motivations: Work directly with you, shorten the time to decision, and leverage your introductions and media-savvy guidance.

Mindset: Coachable, action-oriented, and comfortable investing in a premium one-time engagement to unlock momentum.

Interests and behaviors

Founders and personal brands: Consume founder stories, messaging makeovers, and “before and after” positioning examples. Save swipeable frameworks and checklists.

CMOs and Heads of Marketing: Research case studies and sample deliverables. Look for roadmaps that a team can execute in 30 to 90 days.

Brand and Marketing Leads in small teams: Prefer fast intake, clear milestones, and assets they can hand off to contractors. Engage most with timeline visuals, sample outlines, and playbooks.

Role fit for this offer

Best fit: Buyers who want a premium, one-time strategic intensive with you and who will execute internally or with contractors.

Not ideal: Buyers seeking ongoing done-for-you PR retainers, one-off media placements only, or very low-touch directory exposure. Those belong under the parent brand’s other paths.

Messaging Strategy

Brand essence and voice

You sell clarity that moves. Buyers choose this because they want your eyes on their brand and your network behind the plan. Your voice is confident, warm, and direct. Every line reduces confusion and increases action.

Positioning statement

You help growth-minded founders and lean teams get a step-by-step strategy they can execute quickly, without committing to a long retainer.

Core value propositions

Work directly with Jackie so the plan reflects real experience and relationships.

A complete, usable plan that covers positioning, offers, messaging, and a 30 to 90-day action map.

Decisions that unlock momentum with clear priorities and built-in quick wins.

Confidence and focus so teams know what to do next and why it matters.

Differentiation

You combine personal guidance, a media-savvy lens, and proof-driven recommendations. Clients do not get a generic template; they get a plan shaped by your experience and connections.

Pain points to speak to

Founder or personal brand: “I have scattered ideas and no clear plan.”

CMO or Head of Marketing: “We need a crisp strategy our team can run now, not a six-month retainer.”

Small marketing team: “We need messaging, offers, and tasks we can hand to contractors tomorrow.”

What they need, what they want, what gets in their way

Founders and personal brands

They need to decide positioning, sharpen offers, and get a 30 to 90 day plan they can run.

They want certainty, fast progress, your direct guidance, and warm introductions where relevant.

What gets in their way scattered ideas, analysis paralysis, and not enough time.

CMOs and Heads of Marketing

They need a crisp strategy their team can execute now and an approval ready roadmap.

They want clear priorities, sequencing, timelines, and proof the plan will work.

What gets in their way slow committees, unclear messaging, and too many competing initiatives.

Small marketing teams

They need handoff friendly tasks, templates, and a content map that fits their capacity.

They want confidence to execute, quick wins, and ready to use assets.

What gets in their way limited bandwidth, diluted focus, and juggling multiple vendors.

Messaging pillars

Clarity in a day Make key decisions together, then hand over a plan that is ready to run.

Plan to action Every recommendation ties to steps, owners, and timelines.

Influence that opens doors Your relationships and media perspective inform the plan and amplify outcomes.

Proof over promises Show mini case snippets and before and after examples.

Signature language

“Decide and move.” • “One document, many wins.” • “Your plan, ready to run.” • “Strategy with real-world pull.”

Where to use this and what to show

Website and landing page, for founders and small teams: promise clarity and speed, preview what is inside a Blueprint, include 2 to 3 mini case snippets, add a short intake, and calendar booking.

Email sequence, for CMOs and team leads: three messages that show sample deliverables, a simple timeline, and a one-page roadmap preview, then invite a brief consult.

Social, for personal brands and founders: swipeable frameworks, messaging makeovers, idea to offer reels, short answers to common positioning questions.

Sales one-pager, for all roles: scope, timeline, what you need from them, and what they receive on day one.

Objection reframes

“Can we just book a retainer instead?” → “A Blueprint gives you the plan to decide if you even need ongoing help. Most clients execute internally after this.”

“Will this feel generic? → You work directly with me. The plan reflects your offers, your market, and where my network benefits you most.”

“We do not have time.” → “That is why this exists. Fast intake, focused session, a ready-to-run plan.”

Plug and play copy

One liner: “A premium strategy intensive that turns your ideas into a clear plan you can execute immediately.”

Hero headline: “Get a clear plan you can run this week.”

Subhead: “Work directly with Jackie on positioning, offers, and a 30 to 90 day roadmap you can hand to your team.”

Primary CTA: “Start your Blueprint.”

Email subject ideas: “Your plan, ready to run,” “From scattered to simple,” “Positioning decisions in a day.”

Sub-brand 2: Glow Up Society by Next On Scene

Purpose of the sub-brand

You are positioning Glow Up Society as a done-with-you path for founders who want guidance, community, and a proven system, without committing to a full retainer. The model is simple. A pre-recorded core curriculum with worksheets and assets they can follow at their own pace, plus a live touch every two weeks or monthly: one workshop, a guest expert, or a Q&A session. Day-to-day community engagement and reminders can be delegated to your team, so your role is primarily the live sessions and light planning. This creates a highly passive offer that is ideal for ads with additional potential leads coming from the preferred vendor program by offering them the glow up society, perhaps with some kind of discount or additional incentive, as an option upsell to the vendor program.

We will lean into a more feminine-leaning expression that matches the name while staying inclusive. The visual language can feel warm and encouraging without excluding men. Clear, outcome-focused messaging will resonate with anyone who wants to build visibility with support, not just women.

Visual identity recommendations

I placed a single image palette board in the canvas with circular swatches, HEX codes, and reasoning under each color.

Palette direction

Glow Coral — #D94B5B as the hero color to cue transformation and warmth.

Blush Petal — #FBE7E9 to soften backgrounds and lesson modules.

Cloud Paper — #F7F7F5 for long-form curriculum pages and worksheets.

Ink Black — #111214 for high-contrast text.

Harbor Navy — #0E3A5A used sparingly to anchor buttons and structure and to keep a visual thread to the parent brand.

Typography for website copy

Keep Montserrat Bold for headlines and Inter Regular for body copy so the funnel aligns with the parent brand.

Within select headlines, use a readable script for keywords only to echo the logo's personality without harming readability. Suggested script options that are clean and inclusive: Sacramento, Dancing Script, or Parisienne. We can test a few and choose the most legible.

Logo and mark direction (recommendation only, no mockups yet)

Set Glow Up Society in a smooth, readable script that feels elegant but clear at small sizes. Pair it with a simple "by Next On Scene" line in Montserrat to tie back to the parent brand.

Prepare a compact sub-mark for watermarks and badges inside the community and on coursework covers.

Ideal audience

You are speaking primarily to female solopreneurs and small business owners who want to grow their visibility and PR confidence with guidance and community. The brand can lean feminine without alienating men by making the outcomes the hero of the message and keeping language inclusive.

Demographics and firmographics

Solo founders and teams of up to 10. Age range 28 to 50. Roles include Founder, Personal Brand, and Marketing Lead.

Geographic

Boston and New England for in-person ties, with national reach for the curriculum and community.

Psychographics

Motivated by accountability, confidence on camera and in pitches, and step-by-step frameworks. They value encouragement plus structure, and they want to see tangible progress.

Interests and behaviors

Save swipeable frameworks, watch tactical video walkthroughs, and appreciate checklists. Respond well to a clear path, reminders, and milestone celebrations. Prefer a low-friction join flow and predictable rhythm.

Messaging Strategy — Glow Up Society

Brand essence and voice

You offer encouragement with structure. The tone is warm, practical, and confidence building. Everything reduces guesswork and celebrates progress.

Positioning statement

You help founders grow visibility with a step by step curriculum and supportive community, so they make consistent progress without going it alone.

Core value propositions

Done with you, not DIY: guidance, accountability, and community alongside self paced lessons.

Curriculum that compounds: pre recorded modules plus a predictable live touch to keep momentum.

Confidence on camera and in pitches: practice loops, feedback, and simple wins.

Works alongside the Vendor Program: members can start low cost in the Vendor Program and upgrade into Glow Up when they want more guidance.

Differentiation

Most communities are either passive courses or time heavy masterminds. Glow Up sits in the middle with structure, support, and a rhythm that runs smoothly without demanding

your calendar.

Pain points to speak to

“I know PR matters, but I do not know where to start.”

“I learn fast, then fall off because no one is checking in.”

“I want feedback and examples, not theory.”

“I do not have the budget or time for a full retainer.”

What they need, what they want, what gets in their way

(Plain English version of jobs, gains, and pains. Use this to guide page copy, curriculum topics, and CTAs.)

They need a clear path to build a pitch kit, practice on camera, and create a repeatable outreach routine.

They want confidence, steady action, early wins they can share, and a path to more visibility when they are ready.

What gets in their way is overwhelm, inconsistent effort, fear of pitching or being on camera, and not knowing the next step.

Messaging pillars

Progress you can see Milestones, badges, and shout outs keep members moving.

Guidance when it matters Core lessons on demand with a live rhythm for feedback and accountability.

Community that lifts you A safe place to practice, share, and get unstuck.

Upgrade when ready Start in the Vendor Program for always on exposure, then upgrade to Glow Up for coaching and structure.

Signature language

“Learn it, try it, ship it.” • “Guided, not solo.” • “Practice with people who get it.” • “Visibility is a habit.”

Where to use this and what to show

Funnel A: Vendor Program first, then upsell to Glow Up After someone joins the Preferred Vendor Program, present a simple upsell to Glow Up on the confirmation page and in the welcome emails. Show the first month’s workshop calendar, curriculum preview, and how coaching accelerates vendor exposure.

Funnel B : direct ads to Glow Up For prospects ready for guidance now, run ads to a coral forward page that promises progress, previews the curriculum, shows the live cadence, and offers an easy join.

Email Onboarding and reminder sequences that highlight milestones, quick wins, and upcoming live sessions.

Social Member spotlights, micro lessons, and short challenges that nudge to the page.

Sales one-pager What is included, the live session rhythm, what you need from them, and what they receive on day one.

Here’s how this all comes together. By sub-branding your offers, defining nuanced audience segments, and giving each one a focused messaging strategy, you can speak with precision at every touchpoint. Your web pages, social content, ads, and emails will reflect the exact pain points, motivations, and lifestyle goals of each buyer. That clarity makes people feel personally seen instead of dropped into a big, confusing ecosystem. The result is higher conversion rates across the board because every message feels relevant to what they need right now.

Recommendation: consider creating separate social accounts for Blueprints by Jackie Zuk and Glow Up Society by Next On Scene once you have more scale. It is not essential in the next three to six months, since consistent content is a full-time lift. After core systems are in place, you can bring in an outsourced social team to own the calendars and production, unless you already have a trusted resource in your network.