

Workshop Introduction (00:01 - 09:59)

- Workshop on "Marca K"
- Second class
- Speaker asks if the audience can hear the audio well
- Audience responds to a chat and an online poll
- Speaker acknowledges and greets participants from different cities and states

Community Involvement

- Donated a water truck worth a few thousand reais to Rio Grande do Sul
- Announcement of successful delivery of the donation
- Greetings to participants from various locations
- Announcement of community VDM students' presence

Workshop Agenda

- Topic: "How to produce quickly to grow rapidly in your brand"
- Importance of structuring production for brand growth
- Need to meet demand for scaling
- Technical issues with Instagram audio
- Encouragement to switch to YouTube for a better experience
- Recap of the previous day's class on making money in the fashion market
- Opportunity to join the VDM community

Sponsor Acknowledgment and Special Offers

- Acknowledgment of event sponsors: Nuvem Shop, Total Marcas, and Iz Tcho
- Special discount offers for Nuvem Shop subscriptions
- Free brand viability analysis from Total Marcas
- Information about how to access the free analysis
- Special offers for early joiners of the VDM community
- Special offers for attendees of the upcoming final class

Additional Sponsors

- Acknowledgment of Define Etiquetas and other private label companies
- Mention of a live draw for a production of 200 labels
- Acknowledgment of additional private label companies supporting the event

Conclusion

- Appreciation for event sponsors and supporters
- Announcement of upcoming live draw for label production
- Appreciation for the support of private label companies

Background (10:01 - 20:00)

- Jesué da Rosa Tomé shares his personal entrepreneurial journey from working in a factory to becoming a successful online seller.

Online Sales Success

- Started an e-commerce business that grew rapidly, generating R\$1 million in sales within a year.
 - Initially struggled to make the first sale, but then saw significant growth from June to December.

- Developed a successful sales strategy, the Super Off Sale, allowing him to sell R\$4 million worth of unsold inventory without devaluing the brand online.

Business Expansion and Challenges

- Expanded the business to include physical stores and franchises, but faced setbacks due to the pandemic.
 - Closed physical stores and focused on online sales, generating R\$4 million in sales during the pandemic.
- Helped other retailers transition to online sales, leading to the creation of the VDM community with over 3,000 students and 200 brands launched.

Personal Achievements

- Proud of being able to provide for his family and create experiences he did not have growing up.
- Transitioned to licensing his brand to a fashion group in Brusque, operating in over 15 Brazilian states.

E-commerce and Future Plans

- Closed his e-commerce operation by choice and transitioned to licensing the brand, providing a new direction for the business.
 - Encountered challenges with the transition but maintained a successful brand operation.

E-commerce and Branding (20:02 - 29:59)

- The speaker held off on the e-commerce for two collections during the rebranding of the brand.
 - The e-commerce is now being relaunched, and a new collection is set to be launched next week.
- A workshop for the e-commerce launch and the hiring of a commercial manager has started, with a link to the pre-sale available on the Instagram of Alf.
 - The speaker advises caution with spending due to the effective sales strategy.

Community and Mentorship

- The speaker mentions the success of a member who transformed R\$5,000 into R\$1.4 million in assets during the pandemic.
 - The speaker will host a mentorship session at his home for selected community members.
- Eight members of the community will visit the speaker's home for a barbecue.

Production Strategies

- Two approaches to production are discussed: producing independently and using a Private Label.

- The advantages and considerations for each approach are highlighted, emphasizing the need for thorough planning and organization.
- The importance of scaling production quickly for rapid growth is emphasized.
 - Preplanning production based on seasonal deadlines is recommended.

Conclusion

- The speaker encourages community members to join a Discord community for gamification and announces the opening of community registrations.
- Strategies for expediting production processes are discussed, focusing on organization and preplanning to meet launch deadlines.

Importance of Production in Building a Fashion Brand (30:04 - 40:02)

- The speaker emphasizes the importance of mastering production and dedicating oneself to the areas necessary for becoming a successful entrepreneur in the fashion market.
 - Stressing the need to focus on becoming a professional in the fashion market rather than just selling clothes online.

Key Skills in Production

- Emphasizes the importance of learning to create products and collections, as well as the ability to negotiate with suppliers to ensure quality and profitability.
 - Discusses the need to delegate product creation and negotiation skills with suppliers.
 - Stresses the importance of strategic pricing and the ability to negotiate effectively with suppliers to increase bargaining power.

Challenges of Selling a Brand

- Highlights the need for strategic pricing and the ability to understand product pricing based on quality and profitability.
 - Emphasizes the importance of learning to sell and market effectively, as well as the need to anticipate and generate demand for the brand.

Importance of Marketing and Selling

- Advocates the need to master the art of selling and marketing to avoid common pitfalls of brands not being able to sell despite having quality products.
 - Compares the need for understanding and marketing a brand to the challenges faced by dentists who need to learn to attract clients and market their services effectively.

Advice for Aspiring Brand Owners

- Encourages individuals to dedicate themselves to learning and studying the necessary skills to succeed in the fashion industry, even without a formal education.
 - Shares personal experience of not pursuing traditional education but still achieving success in the fashion industry.
 - Offers practical guidance on finding suppliers and understanding the process of locating and engaging with them.

- Encourages aspiring brand owners to focus on continuous learning and dedication to their craft.

Fitness and Private Label (40:04 - 50:01)

- The speaker discusses their interest in fitness and the emergence of Private Label Fitness products.
 - The speaker mentions the availability of Private Label products, such as hats, shirts, and hoodies, from various suppliers.
- The speaker introduces the concept of Private Label Sport and indicates its forthcoming availability on the Branders platform.

Selecting Reliable Private Label Suppliers

- The speaker advises using Google to find Private Label suppliers and emphasizes the importance of obtaining commercial references to ensure product quality, timely delivery, cost-effectiveness, and good service.
 - The speaker assures the reliability of the suppliers on their provided list and mentions continuous assessment by their team to maintain this standard.
- The speaker highlights the caution exercised when considering new Private Label offerings and mentions working on a platform to provide product data and customer reviews.

Identifying Reliable Suppliers

- The speaker recommends requesting three commercial references from potential suppliers to assess their reliability and performance.
 - The speaker emphasizes the importance of approaching suppliers in a professional and respectful manner to obtain and evaluate references.

Organizing Production for Quick Sales

- The speaker emphasizes the significance of organizing collections and development to optimize the production process.
 - They stress the need for careful product selection to avoid complexity that may impede production and scaling.
- The speaker shares a success story of a brand's growth achieved through focusing on producing simple, scalable products rather than complex ones.

Key Takeaways

- The speaker encourages focusing on simple, scalable products and maintaining a structured approach to production and supplier assessment.

Importance of Product Mix (50:05 - 00:02)

- "The majority of your sales will come from a small percentage of your product mix."
 - Rearranging your collection to represent a larger portion of your sales will change the game.

Developing Unique Products

- Creating products with identity and uniqueness generates brand value.
 - It sets your brand apart and attracts a unique following.
 - Differentiating products with special features or designs adds value to the brand.

Establishing Production

- Establishing consistent production is essential for scaling quickly and achieving consistent sales.
 - Having a set production schedule and reliable suppliers is crucial for growth.

Cash Flow Management

- Growing sustainably requires careful cash flow management.
 - Caution is needed to avoid overextending financially and relying on bank loans.
 - Strategic pricing is key for maintaining healthy profit margins and avoiding financial strain.

Key Points from Video Transcript: (00:05 - 10:04)

- The speaker emphasizes the importance of not overextending with discounts, as it can lead to squeezing margins and suppliers as well as increased advertising costs.
 - It is crucial to pay suppliers well and maintain a solid partnership with them for efficient production and growth.
- The speaker shares his experience in scaling his brand through effective negotiation with suppliers, stressing the significance of building trust and strong relationships.
- The importance of organization, good partnerships, and strategic planning for rapid production and growth is highlighted.
 - Specific strategies for production, such as programmed and flexible production, are discussed.
- Programmed production involves producing items based on demand or sales expectations, while flexible production allows for customization and adjustments based on sales.
- The speaker advises against solely relying on print-on-demand and stresses the need to learn to sell and manage product demand.
- The speaker advocates for commitment to fulfilling product demand and emphasizes the necessity of sales to sustain and expand the business.
- The importance of understanding product demand and the commitment to meeting that demand is reiterated.

Discussion of Sales Strategies (10:07 - 20:05)

- The speaker discusses the importance of diversifying sales by selling different products, emphasizing the need to adapt and sell whatever is in demand.
 - "vende capacete" - Sell helmets, indicating the need to be flexible in product offerings.

- "print on Men" - Discusses the use of print on demand platforms for selling customized products.
- "best Sellers" - Emphasizes the importance of maintaining a stock of best-selling products.

Community Event and Incentives

- The speaker promotes an upcoming community event and offers incentives for early participation, including sponsored production and an iPhone giveaway.
 - The first participants on Sunday will receive sponsored production.
 - A participant will win an iPhone, and there will be other giveaways during the event.

Encouragement and Persistence

- The speaker encourages persistence and commitment to success, referencing a mentor's distinction between being insistent and being persistent.
 - The importance of seeing progress and evolution in sales and marketing efforts is emphasized.
 - Encourages attendees to find solutions and not give up, citing personal experiences and learnings from mentors.

Social Media Interaction and Engagement

- The speaker encourages audience participation by providing instructions for engaging on social media platforms, such as Instagram and WhatsApp.
 - Instructions for entering a giveaway by commenting on a specific Instagram post are provided.
 - The speaker engages in informal conversation and shares personal anecdotes to connect with the audience.

Workshop and Pre-sale Announcement (20:07 - 30:06)

- The speaker announces that the workshop and pre-sale are currently ongoing.
- There was a mix-up with the group links, and participants are reminded to be cautious when joining the correct group.
 - The speaker emphasizes the importance of joining the correct group to avoid confusion.

Giveaway Winner Announcement

- The winner of the giveaway is announced and instructed to contact the speaker on Instagram to claim the prize.
- Additional bonuses and prizes are mentioned, and participants are encouraged to engage in the live class to be eligible for these rewards.

Call to Action and Encouragement

- Participants are encouraged to take a photo and post it on Instagram to demonstrate commitment to their future and goals.
- The speaker emphasizes commitment and perseverance in achieving success, urging participants to share their commitment on social media.

Testimonials from Community Members

- Testimonials from members of the community who found value in the speaker's content and guidance are shared.
- The positive impact of the community in providing guidance on branding, content creation, and professional development is highlighted.

Background and Connection (30:09 - 32:59)

- Pedro, owner of New Hype, met Jesué through a friend's recommendation.
 - Pedro was initially drawn to Jesué's free courses and video lessons.
 - He decided to join after receiving a discount offer, feeling it was the push he needed to start.

Benefits of the Course

- Pedro experienced positive outcomes after joining Jesué's course.
 - He gained valuable networking opportunities and knowledge within the community.
 - The course not only provided teachings but also enhanced Pedro's network, contributing to his growth.

Impact on Business and Personal Growth

- Pedro credits the course for opening doors and significantly boosting his business.
 - He emphasizes the importance of the network acquired during the course for his growth.
 - The course served as a catalyst for his business to truly take off, leading to substantial progress.

Overall Experience and Gratitude

- Pedro expresses deep appreciation for the course and its impact on his business.
 - He highlights the invaluable friendships, networking, and learning experience.
 - Pedro acknowledges the course as a pivotal and beneficial opportunity, expressing gratitude for the positive influence on his journey.