

Workshop Introduction (00:01 - 10:00)

- Workshop instructor welcomes everyone to the first class of the "Marca K" workshop.
 - Participants are encouraged to engage through the chat and provide feedback on audio quality.
 - Viewers on Instagram are invited to comment and are encouraged to watch on YouTube for a better experience.
- Participants are asked to share their location and use the hashtag for the class.

Workshop Schedule and Topics

- The workshop consists of four live classes with no recordings available.
 - Day 1: Market overview and making money in the fashion industry.
 - Day 2: Strategies for fast production and growth.
 - Day 3: Developing a plan to reach R\$10,000 in monthly sales with the brand.
 - Final Day: Fastest path to making a living from the brand.
- The instructor emphasizes that the workshop is not a get-rich-quick scheme but aims to provide valuable insights for brand success.

Workshop Audience

- The workshop is designed for individuals interested in launching or scaling a clothing brand.
 - Participants are asked to vote on whether they have already launched a brand or are considering it.
 - The instructor stresses that the event is not just for those seeking instant wealth but for those willing to put in effort and dedication.

Personal Commitment

- The instructor shares their personal determination and commitment to achieving their goals.
 - They emphasize the importance of perseverance and setting clear objectives.
 - The instructor shares personal success stories and motivates participants to set and achieve their own goals.

Introduction to Creating and Scaling a Clothing Brand (10:02 - 19:59)

- Speaker shares personal goals of owning a mansion and a Porsche, as well as his experience purchasing a high-quality car.
 - "um dia eu vou ter uma Porsche"
- Speaker expresses gratitude for the audience's feedback on his brand's rebranding efforts.

Audience Engagement and Sponsors

- Speaker shares positive feedback from individuals who were previously unfamiliar with his brand.
 - Comments from individuals who were unaware that the brand belonged to the speaker.

- Acknowledgment of event sponsors, including Nuvem Shop, Total Marcas, and Iztho, and their contributions to the event.

Market Insights

- Comparison of the Brazilian fashion market with international markets, highlighting the significant growth potential of the online fashion market in Brazil.
 - Data comparison of online fashion market growth in Brazil, the United States, China, the United Kingdom, and India.
- Emphasis on the potential for new brands to emerge and succeed in the growing online fashion market in Brazil.
 - Data analysis demonstrating the disparity between the physical and online fashion markets in Brazil.
- Prediction of significant growth in the fashion market, driven by increasing online clothing purchases and the democratization of the internet.

Conclusion

- Encouragement for both existing and aspiring clothing brands to establish their brand effectively to capitalize on the market's growth.
 - Emphasis on the significance of structuring a brand correctly and the importance of creating a brand that aligns with market trends.

Creating a Brand with Added Value (20:02 - 30:02)

- Creating a brand with added value involves working on brand positioning and brand building, not just selling products.
 - Working on brand positioning and brand building is essential for the brand's success.
 - Fabricating products and selling them at a higher price allows for a significant margin.

Challenges of Brand Creation

- The speaker highlights the challenges of high costs due to marketing and taxes.
 - High marketing investment and taxes impact pricing.
 - The speaker emphasizes the importance of positioning and brand construction to justify higher prices.

Marketing Strategies for Brand Positioning

- Emphasizing brand positioning on social media and focusing on online sales for scalability.
 - Selling with a good margin in physical retail is achievable with the right brand positioning.
 - Building a strong brand through strategic brand positioning over time.

Creating a Brand with Added Value - Examples

- The speaker provides examples of brands with added value, including Cird, Coroa Clo, and Novo Stilo.

- These brands have positioned themselves strategically and are successful in selling products at higher prices.

Creating an Accessible Brand

- The speaker discusses the concept of an accessible brand, which sells products at a more affordable price and focuses on volume sales.
 - Working with a lower markup allows for better scalability and investment in advertising.
 - Selling products at accessible prices enables scaling through the speaker's website, as well as marketplaces like Mercado Livre and Amazon.

Production and Scaling

- Producing products independently reduces costs, enabling larger production volumes.
 - Example: Muniz brand, producing around 10,000 pieces per month, focuses on scaling through volume sales and strategic marketing.
 - The speaker highlights the importance of maintaining a balance between selling products at accessible prices and sacrificing margin for scalability.

Case Study: Muniz Brand

- The speaker shares details about the Muniz brand's production and revenue, demonstrating the success of their scalable business model.
 - The brand's significant sales volume and revenue indicate the effectiveness of their approach to brand creation and marketing.

Brand Strategy and Positioning (30:04 - 40:04)

- "A gente vai vender a mesma quantidade com valor mais alto e vai lucrar mais e vai reinvestir também para a marca escalar de forma saudável."
 - Utilizing a strategy of product mix, repositioning, and branding to sell the same quantity at a higher value for increased profit and healthy brand scaling.
- "Porque uma marca quando ela consegue gerar valor, ela consegue se posicionar no mercado ao ponto dela as pessoas terem esse valor percebido pela marca."
 - Explaining the significance of a brand generating value to position itself in the market and have its perceived value recognized by consumers.

Brand Formats

- Two brand formats for producing and marketing products: Private Label or Print on Demand (POD)
 - Private Label: Producing products, maintaining stock, and commercializing them independently.
 - Print on Demand (POD): Selling products without the need for stock and utilizing digital platforms for production and distribution.

Print on Demand Market

- Print on Demand (POD) is a digital market where physical stock and logistics are not required.
 - Sellers create their brand and designs and plug into a POD platform for production and selling.
- "Uma marca print on the man pode se dizer que é o mercado % digital."
 - Describing a print on demand brand as a primarily digital market.
- "O grande segredo para ganhar dinheiro nesse mercado é você escolher, definir o nicho e gerar conexão com esse nicho."
 - Emphasizing the importance of selecting a niche and establishing a connection with the target audience in order to succeed in the POD market.

Mistakes in Print on Demand

- "Não adianta você fazer um monte de estampa e querer vender para todo mundo. Você tem que ser bem direto e objetivo. Você tem que vender para um público alvo."
 - Advising against creating numerous designs and attempting to appeal to a broad audience in the POD market, emphasizing the importance of targeting a specific audience.
- "Definir o nicho de mercado e criar uma marca que gere conexão com esse público."
 - Highlighting the need to define a market niche and develop a brand that resonates with the target audience.

Market Success Example

- Sharing an example of a successful brand in the POD market, emphasizing the importance of niche selection and audience connection for profitability.

Revenue and Profit (40:08 - 50:06)

- The brand Reserve Inc had a profit of over R\$X last year.
 - The profit margin was around X%.
- Brands can make around R\$X per month in the fashion market, depending on factors such as target audience and content strategy.
 - Print on Demand format allows for starting with minimal investment and later transitioning to traditional models.

Success Stories

- The brand LM Club experienced significant success within three months of its launch, selling R\$X in the first month alone.
 - This success was attributed to effective branding and a digital native approach.

Testimonial

- A brand founder, Igor, attributes his success to guidance and strategies learned through VDM, leading to successful sales and restocks.

Success Stories (50:08 - 00:06)

- The speaker shares success stories of individuals who started their own brands and achieved success, such as Lucas who initially sold oranges to pay for college and now lives comfortably from his brand, and João from the brand C Bird who struggled initially but now has a successful brand.
 - These success stories aim to inspire others and highlight the opportunities in the market.

Income Potential

- The speaker emphasizes the potential to earn well from one's brand, citing a target of earning \$10,000 per month from brand sales.
 - The speaker provides insights into how to achieve this level of income, even from starting with minimal resources.

Scaling and Marketing Strategies

- Discusses the need for well-organized production and optimized marketing strategies to scale a brand and achieve consistent sales.
 - Emphasizes the importance of understanding the market and building a connection with the target audience for successful sales.

Starting a Brand from Scratch

- Encourages individuals to start their brand from scratch, citing the success of a niche brand in the print-on-demand market.
 - The speaker also mentions their own involvement in creating brands and emphasizes the importance of not teaching anything they haven't practiced themselves.

Understanding the Market and Target Audience (00:09 - 10:08)

- It's important to understand the market and define the target audience.
 - Consider the ideal price range for the target audience.
- Different price points will reach different demographics.
- Examples of different brands targeting different audiences are provided.

Targeting Specific Audiences

- Different brands cater to different demographics based on their price points.
 - Example: A brand selling leggings at different price points targets different audiences.
 - Example: Brands targeting specific demographics with accessible pricing.
 - Different brands target different audiences, such as those interested in performance wear.

Targeting Multiple Audiences

- It's possible to target multiple audiences but not advisable for scalability.
 - Communication needs to be clear and focused on a specific audience.
 - Trying to target multiple audiences can lead to confusion and hinder scalability.

- Scalability involves analyzing data and requires a clear communication strategy.

Market Segments and Growth Opportunities

- Some market segments have significant growth potential.
 - Proper positioning on social media can lead to substantial growth.
 - Certain niche markets, like the Christian fashion market, show significant growth potential.

Brand Positioning and Audience Reach

- To reach a specific audience, the brand must be aligned with the price point.
 - Influencers with relevant audiences can significantly impact brand reach.
 - Accessible pricing can drive sales, but influencer relevance is crucial for premium brands.

Attracting Customers to New Brands

- People are open to exploring new brands if they offer something unique and interesting.
 - Differentiating the brand and capturing attention is crucial.
 - Online visibility and effective marketing strategies are essential for brand success.

Importance of Audience Pillar (10:12 - 20:09)

- The audience pillar is crucial for creating a clothing brand.
 - It is a pivotal factor for those looking to start or position their brand in the coming years.
- In the Creator's Economy, anyone can promote products or brands with a strong content strategy on social media.
 - Building an audience is essential for selling anything, especially clothing.

Building Audience for Brand Promotion

- Building an audience is key to selling any product, especially clothing.
 - The speaker gives an example of how billionaires are using social media to create content and promote products.
- The speaker emphasizes the significance of building an audience, stating that it is a regret not to have done so earlier.
 - Building personal audience instead of relying on third-party partnerships would have significantly increased brand growth.

Strategies for Brand Growth

- Utilizing YouTube unboxing videos significantly boosted the speaker's brand sales.
 - Collaborating with individuals who already have an audience helped in exponential growth.

- Understanding the market, mastering product development, and excelling in online sales are crucial for brand success.
 - Having a well-thought-out plan and dedicating time to studying the market is important for avoiding financial and time losses.

Leveraging Online Presence

- Leveraging the online presence and learning from others' experiences is essential for brand growth.
 - The speaker advises individuals living off their brand to connect with others who are already successful in doing so.

Guided Learning and Strategic Implementation

- A guided learning approach and understanding processes are essential for the day-to-day operations of the brand.
 - The speaker emphasizes the importance of structured learning to avoid common mistakes and to streamline operations.
- The speaker encourages individuals already living off their brand to keep striving for growth and improvement, even if they are already successful.

Importance of Networking and Learning from Others (20:13 - 30:12)

- "Scaling an online store is not difficult, but you need to know how to do it."
 - Networking and exchanging ideas with successful individuals is crucial.
 - Learning from those who are already successful provides valuable insights and tips.

Benefits of Starting a Clothing Brand

- Starting a successful clothing brand can lead to acquiring various skills and opportunities.
 - It can lead to financial gains and the ability to pursue other interests or business ventures.
 - Even if the clothing business is not for everyone, the experience gained is valuable.

Personal Experience with Education and Entrepreneurship

- The speaker gave up a traditional education to focus on their brand.
 - Despite initial skepticism, the decision led to significant personal and financial growth.
 - The speaker highlights the practical experience gained through entrepreneurship.

Importance of Online Advertising and Branding

- Online advertising is more accessible and cost-effective than traditional methods.
 - The speaker shared their experience with cost-efficient online advertising.
 - They emphasize that anyone can try and succeed in entrepreneurship with determination.

Workshop and Brand Registration Giveaway

- The speaker announced a giveaway for brand registration sponsored by Total Marcas.
 - They shared details about the giveaway and the benefits of brand registration.
 - The speaker emphasized the importance of making a conscious decision to change one's life through entrepreneurship.

Personal Achievements Through Entrepreneurship

- The speaker shared personal achievements, such as buying a dream apartment and car.
 - They highlighted the ability to provide the best for their family and the satisfaction of achieving personal goals.
 - The importance of being able to afford a quality education for their child was emphasized.

Community Engagement and Brand Viability Analysis

- The speaker discussed the opportunity for community members to receive a brand viability analysis.
 - They emphasized the value of seeking guidance and support in pursuing brand development.
 - The speaker encouraged participants to share their motivations for pursuing entrepreneurship and brand development.

Conclusion

- The speaker shared their personal journey of achieving financial success and personal fulfillment through entrepreneurship.
 - They emphasized the potential for anyone to achieve similar success with dedication and determination.
 - The importance of making a conscious decision to pursue entrepreneurship was highlighted.

Business Decision (30:14 - 40:12)

- The speaker made a significant decision to open their own clothing brand.
 - "Eu vou fazer minha marca dar certo porque eu quero mudar essa realidade, eu quero ter essa mudança na minha vida."

Comments and Interactions

- The speaker encourages comments for a chance to win.
 - The more comments, the higher the chances of winning.
- Automation issues are being addressed.
 - There seems to be a problem with an automation feature on Instagram that needs to be resolved.

Workshop and Content

- The speaker talks about an upcoming workshop on product development and production.

- The speaker plans to share a QR code for access to a list of suppliers.
- Access to workshop materials and supplier list will be provided.
 - The workshop replay and materials can be accessed through a link provided.
- The winner of the giveaway for trademark registration is announced.
 - The winner is instructed to contact the speaker's team for further details.

Content Sharing

- A request is made for the team to share a list of suppliers on WhatsApp.
 - The team is instructed to share a Google Drive link for the supplier list.

Community Benefits (40:14 - 45:37)

- The Viver de Marca (VDM) community provides valuable insights and strategies for production, growth, sales, and brand promotion.
 - Suitable for those starting a brand, scaling an existing one, or contemplating entering the fashion market.
- Members gain access to strategic content applicable to their brands, with potential for brand growth and success.
 - The VDM community serves as a valuable resource for breaking old paradigms and learning from experienced individuals in the industry.

Testimonial: Nicole from Tributai

- Nicole credits the VDM community for her brand's growth, emphasizing the importance of learning from those with market experience.
 - The guidance received from the VDM community has been vital to her brand's evolution and success.
- She views the community as instrumental in challenging preconceived notions and fostering a supportive environment for brand owners.

Testimonial: João from CBD

- João emphasizes that the lack of knowledge and the need to learn essential aspects of running a business led him to join the VDM community.
 - The VDM community has been instrumental in aiding his business development, brand positioning, and overall strategy.

Testimonial: Lucas from Coroa

- Lucas highlights the professionalism and networking opportunities provided by the VDM community.
 - He views the community as an opportunity for those with limited knowledge to establish a strong foundation for their brands.