

HOW TO BUILD A BEAUTY BRAND BROKE AF!

From broke to brand owner
in 30 days.

BY SHANNON MACK

FOUNDER OF **PRETTY SMACK SOCIETY**

TABLE OF CONTENTS

Introduction

1 Creating a Proprietary Product

- Why Pretty Smack was born
- Turning a radio brand into a product
- The power of building something no one can duplicate

2 Naming Your Brand

- How I created the name “Pretty Smack”
- What makes a name stand out
- Tying your identity into your brand

3 Using What You Have

- Launching with class action money & stimulus checks
- How to get creative with limited resources
- Asking 10 friends for \$400—crowdfunding smartly

4 Doing the Paperwork

- Starting as an LLC, switching to an S-Corp
- Trademarking Pretty Smack on USPTO.gov (I did it myself)
- LegalZoom vs DIY
- Helping others file (a potential side hustle)

5 Choosing the Right Supplier

- Breaking down your cost per unit (COGS)
- The 3x Rule for pricing products
- Checking competitors
- Understanding profit margins
- Simple pricing hacks

6 Pricing Strategy

- Sampling from multiple manufacturers
- Vetting suppliers for quality and scale
- Custom formulas & finding the right fit
- Where to find suppliers: DHGate, Faire, Alibaba, etc.

7 Branding and Design

- Creating your logo & color story
- Being your own model & photographer
- Budget design tools (Fiverr, Canva, etc.)
- The 10 questions to define your brand identity

8 Identifying the Gap—

Why Matte Liquid Lipstick Was the Move

- Solving a real customer pain point
- Finding your competitive edge
- Tying your product to your personal story

9 Designing Your Product & Packaging

- Branding to match your mission
- Don't overspend—start clean and simple
- Why packaging is just as important as product

10 Brand Conceptualization & Clarity

- Clarifying tone, mission, and aesthetic
- Why this comes before visuals
- Building for longevity

11 Building Your Presence—Online and In-Person

- Website platforms: Squarespace, Shopify, etc.
- Selling on TikTok Shop, Amazon, Instagram
- Vendor events, pop-ups, Pretty Smack Confessions, Lips & Sips

12 Marketing Without a Budget

- Storytelling > Selling
- Showing up consistently
- Being the face of your brand
- Collaborating & cross-promoting
- Repurposing content

13 Tapping Into Free Resources & Local Business Networks

- Leveraging the Chamber of Commerce & Valley Economic Alliance
- Creating intentional relationships
- Finding free venues, sponsors, and community visibility

14 Final Thoughts + Scaling Strategy

- Scaling with intention
- Long-term product vision
- Fulfillment partners: FBA, 3PL, ShipBob
- Preparing for growth from day one

15 Money Management Tips

- Reinvesting into inventory
- Separating personal and business finances
- Tracking monthly revenue
- Building credit & getting funding
- Exploring federal government contracting (SAM.gov)

16 Pre-Launch Checklist

- Product samples approved
- Packaging & labeling finalized
- LLC, EIN & trademark filed
- Launch day plan in place

Your Real Startup Budget

INTRODUCTION

This guide was written to show you what's possible when you start where you are, use what you have, and build what doesn't exist yet.

I didn't have investors, a huge team, or even a traditional business plan when I launched Pretty Smack. What I did have was grit, a small lawsuit check, some leftover stimulus money, and the courage to figure it out as I went. But here's the truth: even if I hadn't had that check, there's always a way. The money is never the real barrier — the strategy is.

That's exactly why this guide exists. To cut out the guesswork and show you step by step how to raise the capital and build the foundation for your beauty brand, even if you're starting with nothing. Because the reality is, you don't need \$10,000 sitting in the bank. You can launch lean with as little as \$500, or raise \$1,500 and go a little bigger. Either way, this guide shows you both paths.

Pretty Smack was proof of that. It wasn't built overnight, but it was built from zero — piece by piece, dollar by dollar, with resourcefulness instead of endless resources. And that's what I want you to take away: you don't have to wait for "the perfect moment." You just need to start with what you've got, and grow from there.

This isn't just a guide. It's a roadmap — part strategy, part playbook, and part reality check. While you won't launch with no expenses at all, you *can* launch without letting money be the reason you never try.

You don't need to have it all figured out. You just need to start. Let's build.



01 CREATING A PROPRIETARY PRODUCT

Pretty Smack started out as a product extension for my online internet radio station, *Smack Urban Radio*.

I was told by a trusted business consultant that if I wanted to create something that stood out—and could eventually generate real income—I needed a proprietary product: *a product that's unique to your brand and can't easily be copied, duplicated, or found elsewhere.*



Something that belonged solely to me.

I sat with that advice for a while.

Then I looked at my Smack Urban Radio logo and saw it—big, bold, juicy pink lips. That was it. The lips were the clue. That's when it hit me: my proprietary product would be a lip product.

I didn't know if it would be a gloss, balm, stick, or stain. I just knew it would start with lips. And it made sense. The lips on my logo were already a part of my brand identity, so it felt organic.

What started as an idea for a complementary product quickly evolved into something much bigger.

The more I developed the idea, the more I realized this wasn't just a side piece to another brand—it was its own brand.

Pretty Smack wasn't meant to play the background. It was meant to stand on its own.

It deserved its own spotlight, its own story, and its own lane in the beauty industry.

That's when I knew this was bigger than a side hustle. This is legacy.

02 NAMING YOUR BRAND

The name Pretty Smack was born from me—and that’s what made it special. I took the “S” from Shannon and paired it with “Mack,” my last name, to create “Smack.” Then I asked myself, “What kind of energy do I want this brand to have?” I wanted it to be feminine, beautiful, soft—but bold.

I knew I wanted a word that captured the essence of beautiful, but Beautiful Smack didn’t have the right ring to it.

So I started searching for synonyms—something elegant but approachable, feminine but strong. That’s when I landed on the word pretty. It was perfect. That was the word. That was the energy.

Then it clicked: *Pretty Smack.*

It wasn’t until later that I realized how divine the name really was. Smack wasn’t just a combination of Shannon and Mack—it was a play on words. Smack is tied to the lips. To the mouth. To your smackers.

And that’s when it hit me: this wasn’t just a product. This was personal. My whole identity, my public presence, my foundation—everything about who I am—was built on communication.

I began my career as a radio personality. I built a platform using my voice, my words, and my ability to connect through conversation.

So for my brand to center around lips wasn’t a coincidence. It was alignment. It was purpose.

I didn’t have to force a concept—the power was already in my name. It wasn’t just a name—it defined the essence of the brand. Polished yet playful. Feminine yet fierce. And above all, it was me.

When you’re naming your brand, don’t just try to sound trendy—go deeper. A name should mean something. It should reflect your personality, your story, or your product’s identity. It should make people feel something before they even buy.

Also, think about your name in the long run. Can you grow with it? Does it leave room for expansion? Is it trademarkable? (We'll talk more about that later.)

And one more thing—please spell your brand name correctly.

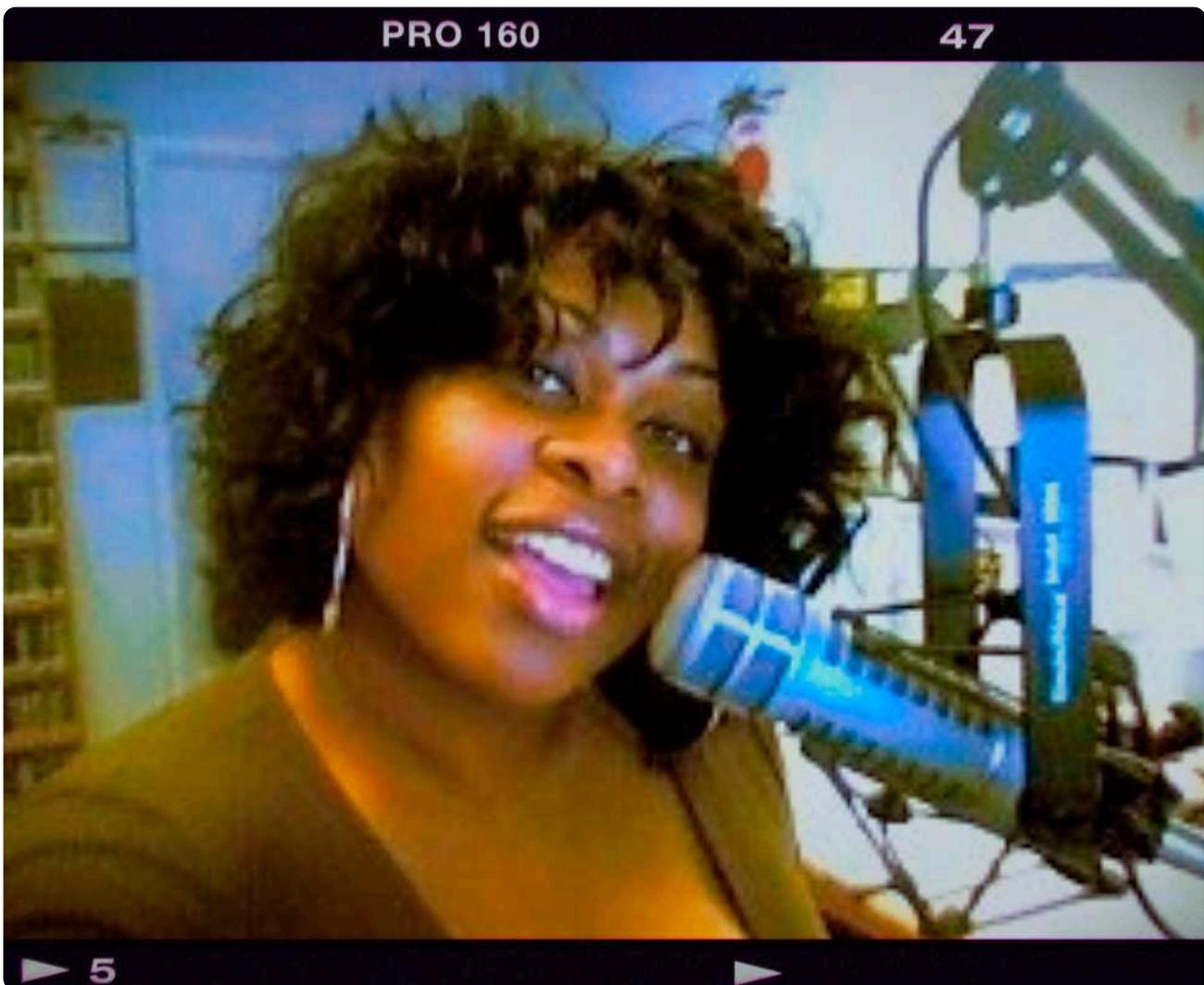
This is one of my personal pet peeves. I get that people want to be creative or make their brand stand out phonetically, but spelling matters.

“Cosmetics” doesn't end with an X. Use the correct spelling—it'll look more professional, be easier for people to find, and help you get taken seriously.

There are always exceptions, but most of the time, misspelled words just come off messy or unpolished.

Clean branding speaks louder than gimmicks.

Make sure your name feels like you—because if it's rooted in who you are, it'll never go out of style.



03 USING WHAT YOU HAVE

When I started Pretty Smack, I didn't have outside funding. I didn't have investors or a big savings account. What I had was a class action lawsuit check and some leftover COVID stimulus money—and I made every dollar count.

The lawsuit check was completely unexpected. It came from a class action lawsuit involving Lyft, and I remember feeling like it was karma.

Back when I was driving for Lyft, my account was unfairly disabled. I was angry and hurt—disrespected and dismissed by a system that didn't care about the drivers keeping it running.

But here's the truth: at the time, I thought I was just waiting for the "right" moment to have the money to finally launch. What I didn't realize then was that I actually could have raised those funds earlier if I had strategized differently. Hindsight really is 20/20—I could have had that money when I needed it at the time. Funny enough, this chapter is called *Using What You Have*, and the irony is that back then, I didn't. **That's why this guide exists: to show you that you already have more in your hands than you think to start building your brand.**

But now I look back and realize that even that moment had purpose. Your steps are ordered. Even when it feels like things are falling apart, they're really falling into place.

That check came right on time. And the moment it did, I knew exactly where it was going.

I had been planning Pretty Smack for years, but I never had the funds to get it off the ground.

So when that money hit—along with the stimulus—I didn't hesitate.

I used it to purchase my first round of matte liquid lipstick inventory, get a basic website built, and order a few promo materials. That was it. I wasn't out here shopping or spending frivolously.

I had a mission, and I was laser-focused on it.

Sometimes we wait until we feel "ready," but the truth is: you start with what you've got.

If you have \$5,000, use that. If you only have \$1,500, you can still make it work.

And if you don't have any money right now, DO THIS:

The 10× Method (step-by-step)

1. Set a target & break it down.

Example: Need \$2,000 → ask 20 people for \$100 (or 10 for \$200, 40 for \$50).

2. Make your list (15–30 names).

Family, friends, coworkers, loyal customers, mentors, church/community, social media followers.

3. Choose your offer (pick ONE):

- **Simple loan:** pay back by a specific date + a small thank-you bonus (e.g., \$10-20 on every \$100).
- **Founders bundle:** they pre-buy a product bundle worth more than their contribution.
- **Revenue thank-you (short term):** a tiny % of revenue for a few months (get legal advice if you go this route).

4. Use a clear ask (script):

"Hey ___, I'm launching my beauty brand and raising **\$2,000** for samples/packaging. Would you be open to supporting with \$100? In return you'll get [your offer]. I can deliver by [date] and I'll send updates as I go."

5. Collect & track responsibly.

Send a one-page receipt/IOU with amount, deliverable, and due date.

Accept via Cash App/PayPal/Zelle/Stripe and track every name + amount + due date in a simple sheet.

6. Communicate like a pro.

Thank instantly. Share progress weekly. Deliver on time (or early).

Send a photo of their bundle/repayment when it ships.

Mindset: People can't support what they don't know you're building. Ask confidently and make it easy to say yes. **(And for the record, I have used this strategy several times and it absolutely works)**

Other fast ways to raise seed cash (one-liners)

- Pre-sell: take orders now with a promised ship date.
- Crowdfund: small campaign with tiered rewards.
- Gig stack: dedicate 2–3 weeks of Uber/Instacart/door-to-door sales only to your launch fund.

Reminder: Resourcefulness beats budget. Move with clarity, integrity, and deadlines.

04 DOING THE PAPERWORK

Before you even think about slapping your logo onto a product, the legal groundwork needs to be in place. It doesn't have to be complicated, but it does have to be done right.

When I first started Pretty Smack, I formed an LLC through LegalZoom. At the time, I wasn't fully clear on the long-term structure of the business—I just knew I wanted to move officially and protect the brand name. Later, once I realized how serious I was and how far I planned to take it, I transitioned to an S-Corp for the tax advantages.

Here's why that matters:

An LLC is a great starting point, but the taxes can get heavy. As a single-member LLC, you're considered self-employed, which means you'll pay self-employment taxes of 15.3% on all net earnings. On top of that, you'll also pay regular income tax, which can make your overall tax burden feel closer to 25–30% depending on your bracket.

When you switch to an S-Corp, your business income is split between your salary (which is taxed like normal payroll) and your distributions (which are not subject to self-employment tax). This structure can cut your tax burden significantly — often lowering it from around 30% closer to 15–20%, depending on how your income is allocated. That's a huge savings once your business starts generating real money.

(Consult a tax professional for help).

And as for your brand name?

Before anything else, run a search.

Don't just check Instagram or Google—do a proper name search using your Secretary of State's website, domain registrars, and USPTO.gov to see if the name is already in use or registered. You don't want to build a brand just to find out someone else legally owns the name.

If your name is available, lock it in.

If you're not quite ready to launch, you can still file a trademark under "intent to use." This reserves your name or slogan and gives you time to bring your product to market while securing your legal claim.

And once you're actively using it in commerce, you can complete the process and lock in full protection.

United States of America

United States Patent and Trademark Office

Pretty Smack Cosmetics

Reg. No. 6,747,475

Registered May 31, 2022

Int. Cl.: 3

Trademark

Principal Register

Shannon Mack (UNITED STATES INDIVIDUAL), DBA Pretty Smack
Cosmetics
81 Pondfield Rd. Suite D330
Bronxville, NEW YORK 10708

CLASS 3: Lipstick; Lip balm; Lip cream; Lip gloss; Lip gloss and wands therefor sold as a unit; Lip gloss palette; Lip glosses; Lip liner; Lip neutralizers; Lip polisher; Lip rouge; Lip stains; Lip stains for cosmetic purposes; Lip tints; Cosmetics, namely, lip primer; Cosmetics, namely, lip repairers; Non-medicated lip balm that does not contain beeswax; Non-medicated lip balms; Non-medicated lip care preparations; Non-medicated lip plumping preparations; Non-medicated lip protectors; Non-medicated herbal body care products, namely, body oils, salves, and lip balms

FIRST USE 2-1-2021; IN COMMERCE 2-14-2021

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

No claim is made to the exclusive right to use the following apart from the mark as shown: "COSMETICS"

SER. NO. 88-954,976, FILED 06-09-2020

Want support trademarking your beauty brand?

I did it myself—no lawyer needed.
I can help you do the same.
Email me at
shannon@prettysmacksociety.com

That's what I did.

I didn't hire anyone to trademark Pretty Smack Cosmetics—I did it myself through USPTO.gov. It wasn't hard, just required focus and a little reading.

And if you need help, I can assist with that. It's a service I offer, and it can save you time and money.

Also, don't stop at just trademarking your brand name.
If you have a catchy slogan, trademark it.

If your logo is custom-designed, trademark that too.

Those are part of your brand identity, and you want to make sure no one else can copy or profit off your look, your language, or your message.

Your intellectual property is just as important as your product.

Whether you plan to build a boutique brand or scale to major retail, your paperwork is your protection.

Take the time now to make sure everything is structured correctly. The foundation matters more than the hype.

05 CHOOSING THE RIGHT SUPPLIER

Finding the right supplier is one of the most important steps in building a product-based brand. It's not something you want to rush, and it's definitely not something you want to guess on.

Here's what I'll say up front: don't place a bulk order until you've sampled the product—no matter how good it looks online or how cheap the pricing seems. A \$2 lipstick that photographs well might show up sticky, dry, or worse—nothing like what you expected.

So here's the step-by-step of how I approached it:

◆ Start with research.

Use platforms like FAIRE, DHGate, ThomasNet, Makers Row, Global Sources, Alibaba, and even Printify or CustomCat for dropshipping or print-on-demand options. There's no shortage of options—you just have to dig.

◆ Get samples from three different suppliers.

Make sure you have at least three different suppliers to compare—don't go with just one. Each supplier should send you a range of samples, including the actual products you're interested in, different tube options, and anything else relevant to your product line. Don't rush—take the time to test and assess each sample for quality, feel, scent, consistency, and durability.

◆ Check their reputation.

Vet the suppliers thoroughly by checking their reviews on these platforms. Look for feedback on quality, customer service, and reliability. If a supplier has consistently good reviews—great. If they have complaints about quality or communication, move on. Vet. Them. Out.

◆ Communicate clearly.

Ask every question you can think of. Get lead times, MOQs (minimum order quantities), return policies, private labeling options, and shipping estimates. Make sure they respond in a timely fashion—because how they communicate now is how they'll communicate later.

◆ **Ensure they can handle large orders.**

You might be in the beginning stages now, but don't forget—you won't stay there forever. You may hit the ground running and need to scale quickly. Make sure that the suppliers you're talking to can handle large orders when you're ready to grow. If they can only manage small quantities at a time, they could become a bottleneck for your business later on.

◆ **Discuss custom formulations.**

Don't forget to ask your suppliers if they offer custom formulations. Pretty Smack went the route of mixing and matching different formulas to create our own unique formula that became our magic formula. This is key if you want to stand out in the market—especially if you're aiming for a competitive advantage.

◆ **Design your packaging early.**

Before placing your bulk order, make sure you have your packaging designed and ready to go.

I recommend using Fiverr to find a graphic designer who can create something custom and professional without breaking your budget.

And just to be clear—I won't be sharing who my supplier is. That's part of what makes Pretty Smack a proprietary brand. The research I did to get to this point was extensive, and I encourage you to put in the same effort. Not to gatekeep—but to empower.

When you build it yourself, no one can take it from you. These steps aren't just for cosmetics brands. It doesn't matter if you want to build a skincare brand, a haircare line, or even a wellness brand—these principles apply across the board. The process of choosing the right supplier, testing products, and building your brand's reputation is the same, no matter what type of beauty or personal care brand you're starting.

Choosing the right supplier isn't just about pricing—it's about consistency, quality, and whether or not they can grow with you. Can they scale if you suddenly need 1,000 units instead of 100? Can they provide custom formulations later? Do they offer branding support? These are things to consider upfront—not after you've committed.

When in doubt, don't be afraid to walk away.

The wrong supplier can cost you more than money—it can cost you your reputation.

Do your homework now, and thank yourself later!

PRICING STRATEGY: HOW TO SET THE RIGHT PRICE FOR YOUR BEAUTY PRODUCTS

◆ Why Pricing Matters

- Your price tells customers how to see your brand (cheap, mid-level, luxury).
- If you underprice, you'll always struggle to grow.
- If you overprice without value, customers won't buy.
- The goal: find the sweet spot that covers costs, makes profit, and positions your brand.

◆ Know Your Costs (Cost of Goods Sold = COGS)

Add up everything that goes into one unit:

- Product cost (what supplier charges you)
- Packaging cost (tube, box, label, etc.)
- Shipping/freight + customs (if importing)
- Extras (inserts, thank you cards, protective packaging)

💡 Example:

- Lipstick unit cost: \$1.75
- Tube & packaging: \$2.00
- Shipping per unit: \$0.75
- Total COGS = **\$4.50**

◆ The 3x Rule (Baseline Pricing Formula)

A simple way to start:

$$\text{Retail Price} = \text{COGS} \times 3$$

- This ensures you cover costs and profit.
- Using the example: $\$4.50 \times 3 = \13.50 retail.

But since you're building a brand, you may go 4-6x if quality/positioning justifies it.

◆ Competitive Benchmarking

- Research 3-5 brands in your niche.
- Note their prices for similar products.
- Position yourself: are you affordable, mid-tier, or luxury?

(Example: drugstore lipsticks \$8-\$12, Sephora \$18-\$25, Fenty/Pat McGrath \$25-\$40+.)

◆ Factor in Profit Margin

$$\text{Margin} = (\text{Retail Price} - \text{COGS}) \div \text{Retail Price} \times 100$$

💡 Example:

- Retail = \$25
- COGS = \$4.50
- Profit margin = **82%**

👉 *That means for every lipstick sold, you keep \$20.50 to reinvest or profit.*

◆ Psychological Pricing Tips

- End prices in .99 or .95 (e.g., \$24.99 instead of \$25).
- Create bundles (lipstick + liner = higher average order value).
- Don't be afraid to raise prices later as brand demand grows.

◆ Action Step For You

- Fill in your COGS with real numbers.
- Apply the 3x rule → set a baseline retail price.
- Cross-check with competitors.
- Lock in your launch price.



PoutFrost — Handmade Luxe Lip Scrub priced at \$22. Proof that smart pricing positions your brand as premium without scaring away customers.

07 BRANDING AND DESIGN

Your brand identity is everything. It's the foundation of your business. It's what your customers will connect with, and it's what sets you apart from the rest.

When I was conceptualizing Pretty Smack, I knew that the visual side had to be as strong as the product itself. People have to believe in your brand, and they have to connect with it emotionally. Your branding is how they will perceive you. So how do you create something that resonates with your audience?

Here's the approach I took:

◆ Know Your Brand Values

Before designing anything, think about what your brand stands for. What are your core values?

What message do you want to convey? This goes beyond just selling products—it's about connecting with your audience and making them feel something when they interact with your brand. For Pretty Smack, I wanted the brand to feel feminine, empowering, and high-end but still approachable. The goal was to make women feel confident in their own skin while using our products.

◆ Consistency is Key

Your logo, packaging, website, and social media should all feel like one cohesive unit. A well-designed brand is one that carries its identity across all touchpoints—whether it's a social media post or the product packaging. Keep your color scheme, typography, and logo consistent across the board. This builds recognition and trust over time.

For Pretty Smack, I used my own name as the base of the brand. I knew that "Mack" could be a strong and memorable name, and the word "Smack" played into the idea of lips and mouth—because everything in my life and business has always revolved around communication and using my voice.



◆ The Logo Matters

A logo doesn't always have to be a symbol; it can simply be the words of your business. For Pretty Smack, my logo has been the same since the beginning—it's based entirely on the name. I chose a font with strokes that reminded me of lipstick and makeup because it felt like it captured the essence of the brand. If you look closely at the brush stroke under the word "Smack," you'll see exactly what I mean.

The simple, yet bold, hot pink color against a black background made it pop and convey power, confidence, and fun. Pink and black are a strong, timeless combination, and I loved it the minute I created it. Your logo should be something you're proud of, and it should always speak for your brand. Logos can be symbols, they can be stylized words, or a combination of both.



◆ Packaging Design

When you're in the beauty industry, your packaging is just as important as the product inside. Think about it—when people see your product on a shelf or online, it has to stand out and scream your brand identity. Your packaging is your opportunity to tell your story. I used Fiverr to hire a designer who helped me bring my vision to life, creating something clean, sophisticated, and true to Pretty Smack's mission.

I didn't spend hundreds of dollars. My first design was about \$30-40, and it was exactly what I wanted. I told her exactly how I wanted the logo laid out and she executed it perfectly. Now I have a personal designer for new products, but Fiverr was a great place to start.



◆ **DIY Photography—Make it Work**

When you're starting out, you don't need to hire a professional model or photographer. In fact, you can do it all yourself if you're willing to get creative and resourceful. Be your own model.

When I first started Pretty Smack, I didn't have the budget to hire models, so I became my own. My cousin, a photographer, took shots of me wearing the lipstick. Those photos became the face of the brand, and they're still being used in promo materials today. You don't have to be a professional model to pull this off. If you're not comfortable being the face of your brand, ask a friend. They might be more than happy to step in, especially if they believe in your vision. I did the same when I owned a clothing boutique—I had a friend model my pieces in exchange for clothes, and she was featured all over the boutique's website and social media. That collaboration gave my brand a professional look and helped me get started without breaking the bank.

For product shots, all you need is the right equipment. You don't need a professional studio to make your products look high-end. For a small investment, you can get a \$35 Light Box from Amazon that will instantly elevate your photos. I used that exact setup for Pretty Smack's product shots, and those photos are still live on the website. It's a game-changer for showcasing your products with clean, professional lighting without breaking the bank.

Remember, the key to DIY photography is being resourceful. Use what you have, and don't be afraid to get creative. A good camera phone can take great photos, and with tools like a Light Box, you can make your brand look polished, even on a budget.

◆ **Your Website & Online Presence**

The next step after designing your product and packaging is creating an online presence. Your website is your digital storefront—it should be clean, easy to navigate, and reflect your brand's personality. I recommend using Shopify for building your e-commerce site. It's simple, effective, and customizable to match your brand's aesthetic.

Make sure your website includes product descriptions, customer testimonials, and visuals that show the products in use. Great photography is key to building your online presence.

◆ Your Social Media Aesthetic

Your social media should match your website, packaging, and overall look. It should tell the story of your brand. Post high-quality images, share content that reflects your values, and engage with your followers.

Think of social media as an extension of your branding—it's where your customers get to know you. Create an Instagram feed that feels cohesive and visually appealing. Highlight the essence of your brand by sharing customer photos, behind-the-scenes glimpses, and tips that connect back to your product.

10 Key Questions to Define Your Brand Identity

If you're unsure where to start with your branding, use these questions to guide you:

1 What is the core purpose of your brand?

What is the reason your brand exists? Why do you do what you do?

2 Who is your target audience?

Who are the people you want to reach? What is their demographic and psychographic profile?

3 What problems does your brand solve for your audience?

How does your brand help your audience overcome challenges, or make their lives easier?

4 What makes your brand different from others?

Why should people choose your brand over competitors? What is your unique selling proposition (USP)?

5 What values and beliefs does your brand stand for?

What core principles guide your brand's actions and decisions? What do you want your audience to associate your brand with?

6 What emotions do you want your brand to evoke in your audience?

How do you want people to feel when they interact with your brand? Inspired, excited, safe, empowered?

7 How do you want people to talk about your brand?

What do you want customers to say when they describe your brand to others?

8 What is your brand's personality?

Is it bold, friendly, professional, quirky, elegant, or something else? Your brand's voice and tone should match its personality.

9 What kind of experience do you want to create for your customers?

What will it be like for customers to interact with your brand, from the first moment they hear about you to after they purchase?

10 Where do you see your brand in the future?

What are your long-term goals for your brand? What legacy do you want to create?



IDENTIFYING THE GAP—WHY MATTE LIQUID LIPSTICK WAS THE MOVE

When I began conceptualizing Pretty Smack, I knew I wanted to create a lip product—but which one? Was it going to be a lip gloss? A balm? A stain? A stick? I sat with that question for a while. What would be my flagship? What would set the tone for the entire brand?

At the time, I was obsessed with how matte liquid lipstick looked. The pigment. The finish. The boldness. It gave off a clean, flawless vibe that I felt embodied everything I wanted Pretty Smack to be. But the truth? I couldn't stand how most of them felt on my lips. They were dry, cakey, and uncomfortable. I would apply one, love the look, and then feel like I needed to take it off 10 minutes later.

That right there? That was the gap.

That personal frustration became my opportunity. If I felt this way, I knew other women did too. So I made it my mission to create a matte liquid lipstick that gave the bold, pigmented look I loved—without the dryness or discomfort. I teamed up with a supplier, tested multiple samples, and eventually developed a custom formula by mixing and matching different bases until I found the one. The one that didn't crack, didn't flake, didn't suck the moisture out of your lips. It was smooth. Lightweight. Long-lasting. Comfortable. And beautiful.

That became my competitive edge.

Let's pause there for a second. When we talk about identifying your gap, what we really mean is: What are your competitors missing? What pain point can you solve that others haven't? That's your opportunity. That's your leverage. And it doesn't have to be revolutionary—it just has to be specific. In my case, I wasn't trying to reinvent matte lipstick.

I was just trying to improve the matte experience.

And that improvement tied directly into my identity.

See, my whole being—my presence, my voice, my brand—started in radio. Smack Urban Radio was my first baby. As a radio personality, my voice was my power. My mouth was my instrument. So it made perfect sense that when I pivoted into the beauty space, it would still be tied to that. The lips. The voice. The boldness. It was full circle. I didn't just choose matte liquid lipstick—I chose it because it was in direct alignment with who I was and how I wanted to show up in the world.

Pretty Smack wasn't just a cute name. It was a mission. To create bold, high-quality lip products that feel as good as they look—starting with matte lipstick, but never stopping there. The goal has always been to elevate every lip experience, one product at a time.

DESIGNING YOUR PRODUCT & PACKAGING

You've nailed the formula. Now it's time to make it look like everything you envisioned. Because let's be real—especially in the beauty space, presentation matters. Packaging is often your first impression, your silent salesperson. It's what catches the eye, sparks curiosity, and sets the tone before anyone ever tries the product itself.

Designing Pretty Smack's packaging was all about creating something that looked luxurious, feminine, and bold—without overcomplicating it. I knew my product was powerful, so I didn't need loud colors or cluttered designs. I kept it clean. Modern. Magnetic. The same way I wanted the lips wearing it to feel.

Here's what I recommend when bringing your product visuals to life:

- ◆ **Start with a clear vision.** What do you want people to feel when they see your product for the first time? Luxury? Fun? Simplicity? Power? Write it down. Everything—from your font to your color palette—should reflect that.
- ◆ **DIY doesn't mean low quality.** I hired a designer on Fiverr for less than \$40 to help with my original packaging concept. I gave her the creative direction—how I wanted the lips, the font, the brushstroke—and she executed my vision. You don't need a fancy design team. You just need clarity and communication.
- ◆ **Keep it cohesive.** Make sure your packaging aligns with the rest of your branding. This includes your logo, website, social media content, and any other brand touchpoints. Consistency builds trust.
- ◆ **Think ahead.** Choose packaging that won't box you in (pun intended). If you expand your product line, everything should still feel like it belongs in the same family. That's how you build brand recognition.
- ◆ **Make it scalable.** Keep your first design simple enough to reproduce easily and cost-effectively. You'll thank yourself later when you're placing larger orders.

If your supplier doesn't handle packaging, here are some places to explore:

- ◆ Alibaba (custom cosmetic packaging)
- ◆ Faire
- ◆ DHGate
- ◆ Google private label packaging vendors for your niche
- ◆ Ask your supplier if they have trusted partners they recommend

The outside should match the quality of what's inside. Packaging isn't just a box or a tube—it's a piece of your brand story.



BRAND CONCEPTUALIZATION & CLARITY

By now, you've already explored the 10 key questions that help define the soul of your brand. You've started to peel back the layers—your mission, your tone, your ideal customer, your long-term goals. But answering those questions is just the beginning.

Now it's time to apply that clarity.

A lot of people think branding is just a good logo and a pretty color palette. It's not. Branding is the feeling your business gives off. It's the consistency of your visuals, your messaging, your energy—and how all of it connects to the customer. This is where your answers become action.

Here's what to keep in mind:

◆ **Let your identity shape everything.**

From packaging design to product names to how you show up online—make sure everything reflects your mission and personality. If your brand is fun and edgy, don't water it down with safe visuals or bland messaging.

◆ **Speak the same language across platforms**

Your Instagram captions, your email subject lines, your About page, even your packaging copy—they should all sound like the same person is behind them. This builds trust and recognition

◆ **Design with the future in mind**

Think beyond your first product. What does your brand look like in five years? Can the logo grow with you? Can the color palette extend into new categories? Brand clarity helps you avoid getting boxed in.

◆ **Remember: your brand is how people feel.**

Customers might forget your tagline or even your logo—but they won't forget how your brand made them feel. Make sure that feeling is intentional.

When I created Pretty Smack, I didn't just want something cute. I wanted something intentional. Something that could sit next to the biggest brands on the shelf—but still feel like it was mine. And I knew I had to decide what I wanted that to look like and feel like from the beginning.

That's what brand conceptualization really is:

It's deciding. And when you make those decisions early and with confidence, everything else falls into place.

11 BUILDING YOUR PRESENCE— ONLINE AND IN-PERSON

Once you've nailed down your brand identity, your product, and your packaging—it's time to show up. Presence is more than just having a website. It's about building a full ecosystem where your brand can live, breathe, and grow. This is how people find you, connect with you, and most importantly—buy from you.

Let's start with the basics.

Your Website

You don't need to break the bank to get a beautiful, functional website. I built mine using Squarespace. I spent \$1,000 to have it custom-designed by someone I knew, and while that site served me well for four years, I eventually realized I didn't need to spend that much to get what I needed. Less is more, clean is key. You can hire a designer on Fiverr for as little as \$100 to get a landing page up and running.

Please start on Shopify from day one because it's the industry standard and is not limited on features like a lot of the other platforms.

Whether you use Shopify, Squarespace or even Wix make sure your site has:

- ◆ A clear home page with your brand's identity front and center
- ◆ An easy-to-navigate shop with product descriptions and clear pricing
- ◆ High-quality visuals (remember that light box trick!)
- ◆ A compelling About section (tell your story!)
- ◆ A way to collect emails for your newsletter list

This is your online storefront. Treat it like prime real estate.

Get On All the Shops

Don't limit yourself to just your own website. In this day and age, people shop where it's convenient—and that means being everywhere. Get your products listed on:

Online Marketplaces

Don't rely on just your website. In today's market, visibility wins. The easier you make it for people to buy from you, the faster you grow.

Get your products listed on:

- ◆ **Instagram Shop** – Tag products directly in your posts and stories so customers can purchase without leaving the app.

- ◆ **TikTok Shop** – If you're creating content, this is powerful. Viral videos + direct checkout = fast traction.
- ◆ **Amazon** – When you're ready to scale, Amazon gives you access to built-in buyer traffic.
- ◆ **Etsy** (if it fits your brand) – Great for niche, handmade, or aesthetic-driven products.

These platforms already have millions of active buyers. Instead of waiting for customers to find your website, you position your brand directly where people are already shopping.

Start with one platform. Learn it. Optimize it. Then expand.

The goal is simple: be easy to find and easy to buy from.

Online Visibility Is Just the Beginning

Getting your product on digital marketplaces increases access.

But access alone doesn't build brand equity.

Visibility builds familiarity.

Familiarity builds trust.

Trust builds sales.

Online platforms help people discover you. Now let's talk about how to deepen that trust. Because some customers don't just want to see your product.

They want to experience it. That's where showing up in person becomes powerful.

Vendor Marketplaces

I found local vendor events through Eventbrite and started showing up with my table and my lip products. From there, I built relationships with other vendors and organizers—and word of mouth started working in my favor. One event led to another, and people began associating Pretty Smack with presence. If you show up consistently, people will remember you. Vendor marketplace fees can range from free all the way up to \$150+, depending on the location and size of the event. But on average, the common price is around \$50-\$75. These are small investments that often pay off in visibility, sales, and networking.



Pretty Smack Confessions

The idea for Pretty Smack Confessions came to me in a dream—literally. I woke up knowing exactly what I needed to do: ***create something that built an emotional connection with my audience, something deeper than just content.*** I reached out to my Pedis & Mimosas team (my videographer and photographer), and they came on board right away. I didn't have to pay for a venue. That part was key. I connected with a salon owner who had recently opened a new space, and she let me use it for free. Why? Because I met her through the Chamber of Commerce. That single connection saved me hundreds of dollars and made the shoot possible. That's why I always say—if you're not tapped into your local Chamber or organizations like the Valley Economic Alliance, you're leaving real opportunities on the table.

These groups are more than just networking—they're a goldmine of resources, relationships, and visibility for your brand. All I had to cover was the cost of the videographer and photographer—and I didn't even have to come out of pocket for that. I got sponsors. Real ones. I charged \$500 per sponsor and gave them full exposure: presence on set, the chance to speak on camera about their brand, and a promotional push to my 75K+ audience across all platforms. That's a win-win.

I was strategic about who I approached too. One sponsor, a vegan café, was newly acquired by a Black woman just four months prior. She wanted to get her new business name out there. Another sponsor—an acai bowl spot—was also a new business looking for ways to build visibility. One of them I met through the Chamber of Commerce. The other I met at a vendor event. Full circle.

The women featured in the shoot? They didn't get paid cash—but they got something even more meaningful. I gifted them Pretty Smack lipstick. And guess what? They were more than happy. Every single one of them had a story—whether they were entrepreneurs or not. And the lipstick made it feel even more personal.

Pretty Smack Confessions was never just about marketing. It was about connection. About giving women a chance to be seen and heard, while subtly (and powerfully) tying the brand into that experience. That's storytelling. That's brand-building. And it paid for itself. Now I'm exploring how to make it a recurring series, maybe monthly, with low overhead but high impact. That's the strategy. That's how you move.

Lips & Sips

This is a lifestyle event where Pretty Smack meets pampering. It's a free-to-book party experience where women gather in an intimate setting—usually at someone's home, a private venue, or wherever the vibe is right—to sip, connect, and sample Pretty Smack lip products. Think of it as a girls' night with a purpose.

The host invites her circle of friends, and in return for opening up her space and curating the guest list, she receives complimentary Pretty Smack lip products as a thank you. The energy is fun, empowering, and interactive. It's not a hard sell—it's an experience. A way for women to discover the products firsthand, ask questions, share stories, and leave with something they genuinely love.

Lips & Sips isn't just a pop-up—it's a presence. And it's one of the best ways to create word-of-mouth buzz while building emotional connection to your brand.



12 MARKETING WITHOUT A BUDGET

Because the real flex is figuring it out with what you have.

Let's get one thing straight: marketing isn't just about paid ads and big budgets. It's about making people feel something. It's about creating connection, building community, and knowing how to tell your story in a way that sticks.

And while having a marketing budget is definitely a bonus, you don't need one to make an impact. What you do need is strategy, resourcefulness, and consistency.

Here's what worked for me—and how you can apply it to your own journey:

1 Tell a Story, Not Just a Pitch

People don't fall in love with products—they fall in love with stories. They want to know the why behind the brand. They want to feel like they're buying from someone who gets them.

Example:

For Pretty Smack, I didn't just show pictures of lipstick—I told stories about why I created it. I shared how I used to be teased for my big lips, how that led to me creating a brand that celebrates full lips, and how I set out to make matte lipsticks that didn't dry your lips out. That story is the brand. That's what people connect to. So ask yourself: What is the heart of your brand? What personal pain point or powerful moment inspired it? Share that.

2 Show Up Consistently on Social Media

You don't need a million followers. You need to show up regularly so people can connect with your face, your voice, your energy, and your product.

Example:

For Pretty Smack, I didn't post once and disappear. I committed to showing up on TikTok and Instagram—even when the algorithm wasn't loving me. Even when my IG got deleted, I kept going on TikTok and focused on being visible. You have to be okay with being seen—and being seen consistently.

3 Be the Face of Your Brand

People buy from people. Not logos. You are the magic. Let them see your face, hear your voice, and feel your presence.

Example:

Even when I didn't feel like I looked my best, I still got on camera and talked about Pretty Smack. I showed the behind-the-scenes. I talked about the struggle and the journey. I even modeled the lipstick myself when I didn't have a budget for models. That's how you build trust. That's how you build a tribe.

4 Collaborate and Cross-Promote

You don't need a marketing budget when you've got community. Partner with people who align with your brand and amplify each other's platforms.

Example:

I met one of the Pretty Smack Confessions sponsors through the Chamber of Commerce and the other at a vendor event. I offered them the opportunity to come on camera and promote their business to my 75K+ audience, and in return, they sponsored the shoot. That's called strategy. It cost me nothing—and gave me everything.

5 Turn One Piece of Content Into Ten

Maximize what you already have. That one video from your shoot? Cut it into snippets. Add text. Pull quotes. Use behind-the-scenes. Repurpose, remix, and recycle.

Example:

From one Pretty Smack Confessions shoot, I can create:

- ◆ *A promo video*
- ◆ *Multiple reels of individual interviews*
- ◆ *Behind-the-scenes footage*
- ◆ *Testimonials*
- ◆ *A sponsor highlight*
- ◆ *Inspirational quotes from guests*
- ◆ *Product shots in action*
- ◆ *Voiceovers for TikTok*
- ◆ *Graphics for Instagram*
- ◆ *A mini blog for my site*

That's 10 pieces of content from one event. This is how you keep showing up without burning out or breaking the bank.

The Bottom Line:

You don't need a budget to market. You need a blueprint. Tell your story. Be consistent. Put yourself out there. Partner with people. Repurpose your content. Focus on connection over perfection. That's how you win without spending a dime.

13

TAPPING INTO FREE RESOURCES & LOCAL BUSINESS NETWORKS

You don't always need a budget to make big moves—you just need to be intentional with your connections. One of the most overlooked (but most powerful) strategies for building a brand is tapping into local business networks. I'm talking about organizations like your city's Chamber of Commerce, your regional economic alliance, or entrepreneur-led organizations that provide support, access, and opportunity.

For me, it's been the Chamber of Commerce and the Valley Economic Alliance. But I didn't just sign up and attend an event here and there—I made it a point to actively show up, not just to meet fellow business owners, but to build real relationships with the people who run these organizations. I'm talking about the CEO of the Chamber of Commerce. The president and vice president of the Valley Economic Alliance. These aren't just business cards in my wallet—they're real connections.

And those relationships have been invaluable to the growth of Pretty Smack Cosmetics. See, networking can be overwhelming. You can go to 10 events, meet 50 people, and walk away with nothing. Why? Because it's not about quantity. It's about intentionality. You have to know who you're looking to connect with. You have to ask yourself:



- ◆ Who can open doors I can't access on my own?
- ◆ Who has resources, insight, or platforms I could benefit from?
- ◆ Who can I offer value to in return?

That last part is key. Networking isn't just about what someone can do for you—it's about what you bring to the table too. That's how you create mutually beneficial relationships, not just transactions. When I began plugging into these organizations, I wasn't just collecting contacts—I was cultivating alignment. These weren't cold handshakes or empty pitches. I followed up. I showed up consistently. I offered collaboration and asked the right questions. I didn't just "network"—I connected.

And through those intentional connections, I've:

- ◆ Found opportunities for cross-promotion
- ◆ Booked free venues for Pretty Smack Confessions
- ◆ Secured sponsorships
- ◆ Received referrals for videographers, creatives, and business support
- ◆ Opened doors to new audiences and community credibility

So if you're just getting started, or even if you've been in business for a while—get plugged in. Do your research. Attend local events. Get familiar with the leaders of these organizations. Build relationships—not just contacts. You never know who might say yes. You just have to know who to ask—and how to show up when the opportunity comes.



FINAL THOUGHTS + SCALING STRATEGY

When I started Pretty Smack, I didn't have a long list of products or a 5-year forecast. I had one product—matte liquid lipstick—and a very clear mission: to create high-quality lip products that made women feel bold, beautiful, and seen. But even back then, I knew this wouldn't be the only product. It was just the beginning.

The long-term vision has always been about creating the go-to lip brand. Not just a business, but a destination. A one-stop shop for every lip product and every lip service imaginable.

Yes, Pretty Smack started with matte liquid lipstick—but that's only one lane in a highway of opportunities. The next three products in the pipeline are:

- 1 **Lip Gloss** – We're launching *The Uptown Luxe Lip Drip Collection* to bring that silky, glossy, grown-woman glam paying homage to my stomping grounds, the Uptown section of The Bronx.
- 2 **Lip Scrub** – Buff, smooth, and prep your pout. *PoutFrost* is a luxe exfoliating scrub that melts away dryness and leaves lips soft, hydrated and moisturized.
- 3 **Lip Tint** – A hydrating hybrid between a balm and gloss called *Tint Drip*. Think luxury self-care in a tube.

But beyond those three? There's a whole world of products still to come. We're talking lip scrubs, lip masks, lip oils, lip pencils, lip plumpers, tinted balms—and yes, eventually, medical-grade lip services too. Fillers, lasers, peels—anything that enhances and cares for the lips in a healthy, elevated way. Pretty Smack is about more than color—it's about care, confidence, and community. And when it comes to scaling, here's something I want you to remember: prepare for growth from day one.

That means:

- ◆ Choosing a supplier that can handle high-volume orders so you don't have to panic when your brand goes viral.
- ◆ Creating a brand identity that's strong enough to evolve as you grow.
- ◆ Thinking like a business owner, not a hustler. That means tracking your expenses, keeping your branding consistent, and staying on top of customer service.

Eventually, you'll want to take fulfillment off your plate. That's when you start looking into options like:

- ◆ FBA (Fulfilled by Amazon)
- ◆ 3PL services (Third-Party Logistics)
- ◆ Companies like ShipBob, Phase V, or Simpl who specialize in storing, packing, and shipping your products.

And while you're at it—think retail.

Even if you're not selling wholesale yet, you want to be ready for when that day comes. That means:

- ◆ Getting your barcodes (through GS1)
- ◆ Creating a clean, retail-ready packaging design
- ◆ Preparing a line sheet or brand deck for buyers

Don't wait until you get that dream opportunity to start thinking like a brand that belongs on shelves.

As your orders increase, your time becomes more valuable—and that's where outsourcing comes in. Hire a part-time assistant to pack orders. Get a graphic designer to help with visuals. Bring on a social media manager if content is overwhelming you.

Start small—but start thinking like a CEO.

Build it like you know it's going to blow up.

Because it will.

15 MONEY MANAGEMENT TIPS

Money management will make or break your brand. This is not the part to freestyle. It's where discipline meets strategy, and every smart move you make now will benefit you later.

1 **Set aside a portion of revenue for inventory.**

This one's non-negotiable. Do not spend every dollar you make. You are still in build mode. A portion of every sale—whether it's 20%, 30%, or whatever number works for your margins—should go toward restocking inventory and reinvesting into your business. Growth requires fuel.

2 **Reinvest as you grow.**

Just because money is coming in doesn't mean it's all yours to blow. Reinvest in marketing, better packaging, new product development, branding, and anything that strengthens your business foundation. The goal is sustainability—not short-term splurging.

3 **Keep personal and business finances separate.**

Open a business bank account early. Do not run your brand through your personal checking account. When it's time to apply for funding or a loan, lenders will want to see clean, consistent business bank statements. Keeping everything separate makes your life easier and your brand look more legit.

4 **Track monthly revenue for future business loans.**

A lot of business loan approvals are based on how much your company brings in monthly. They don't always require tax returns—they just want to see consistent deposits in your business account. That's why keeping your finances clean is so important. You're building a case for future capital.

5 **Protect your credit score.**

Your personal credit still matters, especially in the early stages when your business credit might not exist yet. Protect it. Keep your utilization low, pay bills on time, and don't apply for cards or loans you don't need. A good score can open serious doors

6 **Open a no-fee business bank account.**

Avoid unnecessary monthly fees. I personally recommend Comerica Bank because they don't charge fees just to hold your money. That may seem small, but it adds up—and you want every dollar going toward your business, not the bank.

7 Start building business credit early.

Apply for a DUNS number through Dun & Bradstreet and consider opening net-30 accounts with companies like Uline, Quill, or Grainger. These vendors report to business credit bureaus and can help you establish a strong business credit profile—separate from your personal credit

8 Use budgeting tools or apps.

You don't need to hire a full-time accountant right away, but you do need to know your numbers. Use tools like QuickBooks, Wave, or even a well-structured Excel spreadsheet to keep tabs on your income, expenses, profit margins, and growth trends.

9 Pay yourself (responsibly).

Eventually, you'll want to show income—not just for your own peace of mind, but for things like homeownership, car loans, or expanding the business. As an S-Corp, you can put yourself on payroll, which also offers certain tax benefits. The key is to pay yourself enough to show stability without draining the business.

10 Register your business on SAM.gov.

SAM.gov (the System for Award Management) is a free U.S. government platform where you can register your business to become eligible for federal contracts and grants.

This is how you tap into billions of dollars in government spending set aside for small businesses—including product-based brands, minority-owned businesses, and women-owned businesses. Registering is free, but the process can be overwhelming, so be patient and thorough.

You never know what kind of opportunities can come your way once you're officially listed. And if government contracting is a route you want to explore long-term, SAM.gov is your starting point. *There's a whole other level to this game: federal government contracting. It's not for everyone, but if you're serious about moving in silence and scaling loud... you know where to find me.*

16 PRE-LAUNCH CHECKLIST

Before you launch, it's easy to miss small but critical steps. Use this checklist to stay on track and know with confidence that you're truly launch-ready.

1 Product Readiness

- Final product formula chosen (after testing samples)
- Packaging design finalized + approved
- Inventory ordered and received (or in production with confirmed delivery date)
- Labels finalized and compliant with FDA/cosmetic standards

2 Business Setup

- LLC filed and EIN number received
- Trademark filed for name/logo/slogan
- Business bank account opened
- Basic bookkeeping system ready (QuickBooks, Wave, or spreadsheet)

3 Online Presence

- Website live with product listings + payment processor tested (Shopify, Squarespace, etc.)
- Branded domain + professional email set up
- Product photos + lifestyle/content shoot completed (can be DIY with your phone if budget is tight)
- Social media handles claimed and active with at least a few posts live
- Test order completed successfully to confirm checkout + email flow works

4 Pricing & Fulfillment

- Retail price locked in with profit margins calculated
- Shipping & fulfillment method tested
- Return/refund policy finalized

5 Launch Plan

- Launch content created (social posts, graphics, emails)
- Launch day timeline scheduled
- Friends/family/testers ready to amplify launch
- Backup plan for inventory or packaging delays
- Auto-reply set up for customer inquiries

If you've checked every box, you're officially ready to go live. This is your moment to step out, shine, and show the world the brand you've built with confidence.

YOUR REAL STARTUP BUDGET

Start small. One product at a time. Test, learn, and then scale. I wish I had known this from the beginning instead of spending my whole lawsuit check. The truth is, you can raise the money — even \$150 from 10 people gets you \$1,500 to launch. Or you can take the lean route: invest in the basics, set up a pre-order page, and let your customers fund your inventory.

Two Paths to Launch

A Option A: Full Startup Budget (\$1,200–\$1,500)

- Website (Fiverr/template) → \$200
- Trademark → \$250–\$350
- LLC setup → \$150
- Logo/Visuals (*Fiverr or Canva Pro*) → \$50
- Samples from 2–3 suppliers → \$100
- First Inventory Order → \$500+
- Packaging/Mailers → \$50–\$100

B Option B: Lean Pre-Order Budget (\$500–\$600 upfront)

- Website (landing/pre-order page) → \$200
- Trademark → \$250–\$350
- Logo/Visuals → \$50
- Samples from 3 suppliers → \$100

💡 Once pre-orders come in, use customer payments to cover inventory + packaging.

THIS IS WHERE YOU DECIDE

You don't need a perfect moment.
You don't need investors.
You don't need a huge savings account.

You need a plan — and you now have one.

There are women right now scrolling, overthinking, waiting for “someday.”
And then there are women who decide to build anyway.

The difference isn't talent.
It isn't luck.
It's execution.

Start with one product.
Start lean if you have to.
Test. Learn. Adjust. Repeat.

You don't have to be rich to start.
You just have to be serious.

Your brand is not a fantasy.
It's a decision.

Now go execute.

— Shannon Mack
Founder, Pretty Smack Society

