



Flora 2022

CURRICULUM SYLLABUS

WEEK 02	PERSONAL FOUNDATIONS (LOCATE YOUR VALUES)
WEEK 04	LOCATE YOUR CLIENT
WEEK 06	LOCATING THE REAL, SPECIFIC PROBLEM (VILLAIN)
WEEK 08	DEFINE YOUR ONE TRUE MARKETING MESSAGE
WEEK 10	SURFACE YOUR METHODOLOGY
WEEK 11	MAP YOUR METHOD TO YOUR OFFER
WEEK 13	HOLISTIC OVERVIEW - BRANDING PART 1
WEEK 14	VISUALS — BRANDING PART 2
WEEK 16	PRICE LIKE A FEMINIST
WEEK 18	HOW TO LAUNCH
WEEK 20	PLAN THE YEAR + 3 YEAR PLAN
WEEK 22	COMMUNITIES OF CARE - PART 1
WEEK 22	COMMUNITIES OF CARE - PART 2