

A spiral-bound calendar for the year 2018 is the background. It features a grid with days of the week and dates. A yellow sticky note is on the 5th of the month, and a pink sticky note is on the 12th. A white smartphone with a black screen is placed on the right side of the calendar. The phone has a blue calendar strip showing 'JUNE 18' and another strip showing 'NOV 18' and 'DEC'.

CREATE THE FASHION
BUSINESS & LIFE OF
YOUR DREAM!

START₄FASHION

**HOW TO START
THE RIGHT
FASHION
BUSINESS**

Ebooks4fashion.com

How to Start the Right Fashion Business

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Are you a fashion lover who wants to turn a passion for style and fashion into a fashion service business that helps people to feel more confident?

Do you have millions of ideas to create beautiful clothes or accessories but you don't know how to turn your ideas into a successful fashion product business?

Do you feel overwhelmed by too many choices on which fashion business to start?

If you answered **YES**, to any of these questions above, **you are my dear fashionista in the RIGHT place.**

This course will help you to get clear on what you want and how to turn your ideas into a profitable and sustainable fashion business, whether you are selling products or services in fashion.

Are you ready? Let's Dive in!



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A message for YOU.

Hi there, Maristella's here! :)

I'm a Fashion Business Coach/Consultant for Ebooks4fashion.com, a professor for several prestigious Fashion Academies in Milan, Italy (like Accademia del Lusso and IED, Moda Lab), a Jewelry Designer for my brand Maiden-Art.com rockmantic jewelry, a Personal Shopper for MilanChicShoppingTour.com, and a Visual Artist for MaristellaColombo.it

I lead an ever-growing community where I help fashion entrepreneurs to start or grow their fashion business and live the life of their dreams.

As a course instructor and a professor I've taught more than 3K+ students and as a business woman, I've turned my dreams in fashion into successful and profitable fashion businesses, living the life I've always wanted.

But things weren't always so sweet, trust me.

I want to share with You my personal experience in the fashion business and what I learned in more than 10 years running my jewelry brand Maiden-Art.

Why i'm sharing my experience with You?

Because, I really hope that my experience can be inspiring for YOU, can make you thinking that **IT'S TOTALLY POSSIBLE to start and grow a fashion business from scratch**, whether is a product or service based business, only if you follow the right strategies.

When I started with my fashion brand, I was creating clothes ad accessories and more than 10 years ago, the best way to sell your collection was at a trade show or to find a showroom/rep.

Trade shows were so expensive, from \$5K to \$10k per each show and if you were accepted after sending your application at least 6-8 months before, you had to book your space, paying at least 50% off the price of the show and the rest, a month before the show.

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Can you imagine how much money I spent many months before the trade shows only to book a space at them, without including the expenses to stay in hotel and the travel to go to the show, without knowing if I would have found buyers at the show, interested in my collection?

I know right now, It sounds so crazy, but when I started there were NO Facebook, Social Media, E-commerce etc...to use and to get known from the press and from retailers, the only way was to be seen at trade shows.

The second step was to find a showroom or sales rep interested in your collection.

I'm telling You this, because when I started the only money came from my work as a professor at IED- Moda Lab, a fashion school in Milan and the money I won from a European Funds competition for supporting new entrepreneurs.

Basically, what I did, I invested everything in my fashion business:

producing the samples and booking a space at the most important trade shows in Italy and in Europe, if my applications were accepted.

My applications were accepted and so, I could go to show my collections of clothes and accessories at the trade shows.

Unfortunately, things didn't go as I expected.

In a few years I've lost everything I earned, because the orders I received, were not even enough to cover the trade shows expenses.

At one trade show (Pitti Immagine in Florence, Italy), I had to change (just few days before the show) what I was going to show, because my samples were not ready for the trade show. I had to produce myself some jewelry in exchange of my clothing collection not ready!

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If I didn't do that, my booth at the trade show would have been left empty.

That's how I changed my clothing brand into a jewelry brand Maiden-Art.

To make it short: from all the trade shows, from the research to find showrooms/sales reps and from producing samples, I've lost \$50K !

Yes you heard right \$50K!

In 2010 I've been in debt of \$50K and I am not ashamed of telling you that!

Why? Because It was for me a BIG BIG BIG lesson to learn!

From that experience, the year after, I got in net profit of \$35K, so I paid all my debt of \$50K plus a profit of \$35K.

How I did it?

1) I invested in myself.

What I mean is: I started to learn more of what I didn't know,

MARKETING & SALES (I come from a creative background, I'm a visual designer and a fashion designer).

AND also I learned to shift my mindset.

I took as many online courses as possible about marketing/sales and I started to follow inspiring people that could keep me on track.

2) I started to understand better and deeper my Customers and Dream Customers.

I focused my attention to understand more who they were, their problems, how I could help them with my products, how I could satisfy their needs and giving them benefits.

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3) I started to build my EMAIL LIST of potential customers interested in my jewelry collections.

I focused more my attention online, but never forgetting the offline world.

Every occasion, where I could find my dream customer, was the perfect one to offer value in exchange for my audience's email list.

Every day, I focused my attention to build my email list and to grow the relationship with my dream customers.

In this way, I could get back on track in my fashion business, but with a more deep knowledge of myself and more confident on what my dream customers really needed.

So, in conclusion, don't give up on your fashion business, stay focused on your dream customers needs, provide them great value for free, build a true relationship with them and grow your email list every day!



This is what I teach in all of my courses, online trainings and coaching/consulting services and so You have come to the perfect place to create the Fashion Business and Life You DREAM.

To your Successful Fashion Business and Life,

xoxo

Maristella

p.s. I'm here to help you so PLEASE feel free to ask me if you have any questions or request!

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BONUSES:

- 24/7 DAY ASSISTANCE:

Instant Support and Feedback via
E-mail,
Facebook Messenger,
Whatsapp or Telegram.

- LIFETIME ACCESS + UPDATES TO ALL 8 LESSONS:

Get Lifetime Access plus the Updates to all 8 lessons.

- ACTIONABLE WORKBOOKS:

Use the workbooks as your guide
while you go through the 8 Lessons to deepen
your learning, track your process/ideas and actually complete
each exercise and action step.

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Use this Course and the Workbooks as your guide to complete each objective and **go from having no idea what to do next, to your *dream Fashion Business*, one lesson at a time.**

Take your time to complete the course, don't feel overwhelmed, because you will make it :)

Just remember that only with **clarity and taking consistent actions, you will achieve your goals, create the Fashion Business and Life of your DREAM.**

It's an honor and a pleasure for me to be here to support **YOU** in this exciting new adventure!

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START NOW!

If you have any further question or you need any help, please feel free to contact me at *ebooks4fashion@gmail.com*

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