



Admin Team <team@couragewithjj.com>

Meeting notes and summary

2 messages

Admin Team <team@couragewithjj.com>
To: tanya bartley <gaynor.bartley@gmail.com>

6 January 2025 at 11:52

Hi Tanya,

Happy Monday!

I hope you had a fruitful weekend.

Here are some notes from our last call. [CLICK HERE](#)

The above notes from our call has a task list and also a link for you to access the video.

This week I didn't set any homework tasks. The focus is for you to have conversations with Amazon FBA to see how much of the printing/packaging/fulfilment they can take off your hands.

We will pick up again with tasks once we have this nailed down.

What you did say was you were considering your first batch to be 50 boxes. This is a good idea, and if you want to go lower, that's ok too. Do what feels comfortable and also what feels manageable and sustainable. But remember to ask about the sample/mockup.

I also want to just check something with you about the name. You mentioned the name of the box being Hope, however, in our last call you were keen for the box to be based on The Reset and you were creating video content and content for the inside of the box on this theme. I wanted to bring that up so we can get clear as this impacts the content you create and how you promote the box.

I will remind you that the word Hope came up initially because we were talking about your Brand. Hope was the underlying message and aim of your brand, to bring Hope to people.

For example, the theme of my brand is courage. I use the word courage a lot, it is one of my values. It is the underlying message for my brand that I want people to be courageous enough to be who they were called to be and do what they are called to do, unapologetically.

You mentioned your underlying message is for everyone to find hope and take strength from that hope. You can talk about hope in your content and in your videos. And if you want your box to be called Hope that is fine too, it's a lovely name for a product. But I wanted to make sure you were clear on how Hope came into play. If you want to use Hope as the name then it should tie in with the content you are creating on TikTok - just like what we discussed when you were going to use Reset/Reset button, and it needs to tie in with the items inside the box. Does this make sense?

Please reply and let me know if this is clear and also if you will keep the name for this box as Hope, or if you will go back to Reset. If you do end up changing the name to Hope then make sure the content you created for the box aligns with that name.

OK, that's it from me LOL. Drop me a WhatsApp if you have any questions and to update me on the Amazon FBA.

Have a great week ahead!

JJ

Coach, Consultant, Business Mentor and Revenue Growth Strategist
Couragewithjj.com

COACH JJ



**The Certified Coach
& Business Mentor**
For Purpose Driven Leaders & Coaches

What Starts With Courage, Ends With Growth



tanya bartley <gaynor.bartley@gmail.com>
To: Admin Team <team@couragewithjj.com>

6 January 2025 at 19:27



tanya bartley reacted via [Gmail](#)
[Quoted text hidden]