

# Bloom Advocates Program

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Your Path to Rewarding Referrals

with Bloom by Julie



“Thank you for your interest in the Bloom Advocates Program! I’m deeply grateful for your support. Bloom has **grown entirely through word-of-mouth**, and this program is simply **my way of giving back** to those who’ve shared Bloom with others. It started when a friend referred four new clients, and I realized there should be a way to thank her. That’s how the Bloom Advocates Program began, and I’m thrilled to open it to everyone who will help shape Bloom’s success.”

*Julie*



# The Bloom Advocates Program: My Promise

For each referred lead that becomes a paying client with a project value over CHF 1'500.-\*, Bloom by Julie offers the Advocate a 10% cash-back reward on the confirmed ticket amount.

\*Ticket average in 2024 was CHF 1'694.30.

# Good to know

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**Introduce your lead through official communication channels**, like email or direct message.

For the cash-back to be issued, **the referred client needs to complete the payment.**

This agreement applies exclusively to first-time clients referred by you.

Cash-back payments will be processed within 48h following the client's payment.

# Ready?

## Learn all about Bloom

Read through this presentation deck and explore Bloom's [Instagram](#), as well as its [website](#). Your questions and feedback are welcome!

## Send me a quick message

Just drop me an email at [hello@bloombyjulie.com](mailto:hello@bloombyjulie.com) with the subject line "*Application for the Bloom Advocates Program.*" Let me know how you believe you can help and why Bloom speaks to you. Short, sweet, and stress-free—can't wait to hear from you!

## Sign the letter of agreement

Once everything is set, you'll receive a letter of agreement to complete with your bank details and signature, making it official so we can get started.



So, did you know?

4/10

solopreneurs eventually **return to the workforce** after their venture **doesn't succeed.**

**Managing every aspect of a business alone** can be overwhelming, especially when **less adept at technology and design.**

— Why?

So, let's bring  
meaningful solutions to them!  
And you'll get rewarded  
for supporting their journey.



# My Mission —

"Equip purpose-driven entrepreneurs with the tools and strategies for **coherent branding and clear communication, helping them build familiarity, trust, and convert ideal clients.**

Integrate **customer experience management best practices,** to **foster loyal advocates, driving sustainable success** through repeat business and positive word-of-mouth.

**Streamline operations** to optimize time and resources, **enhancing efficiency and providing peace of mind,** so they can focus on purposeful growth and making a positive impact."

# Why with me? —

- As a solopreneur who's launched five different entrepreneurial projects in the past, **I understand the challenges firsthand.**
- My degree in Hospitality Management from the world-renowned EHL equips me with **expertise in efficiency and service excellence.**
- Additionally, my design background and synesthesia give me a **distinctive eye for aesthetics.**
- I transform the landscape for solopreneurs, **driven by passion and a commitment to excellence.**

“Bloom represents *more than business for me*; it’s a platform where I can channel *my passion to help others* discover their own potential, guiding them toward both financial success and *personal fulfillment.*”

## Who am I?

From a small Swiss mountain village to a world of exploration and achievement, my journey has been anything but ordinary.

My life has been a mix of creativity and strategy—exploring talents in both the arts and business, with a constant curiosity about human nature and psychology.

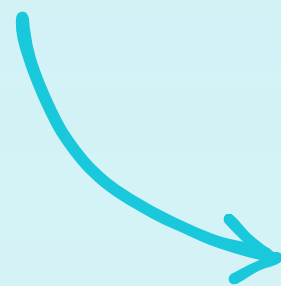
With a love for detail and innovation, I founded Bloom in Geneva, where I quickly tripled its revenue within just a few months. This success is not only a testament to hard work but also to the power of fresh ideas and resilience.

Bloom represents more than business for me; it’s a platform where I can channel my passion to help others discover their own potential, guiding them toward both financial success and personal fulfillment.

My goal is to make a real impact, empowering others to reach their highest potential and to experience the value that comes from purposeful growth and creativity.

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What I do



I help solopreneurs **refine** their brand,  
**elevate** their customer experience management  
and **streamline** their operations  
**with tailored support, straightforward,  
user-friendly tools.**

So they... →

**Attract** ideal clients.

Secure **repeat** business.

Benefit from **positive** word-of-mouth.

Become more **efficient**.

**Conserve** resources.

Enjoy **sustainable** growth, stability,

& **peace** of mind.

# My approach?

To attract ideal clients, we...

Develop a **detailed Brand Book** along with all **necessary brand assets**, and set up a **clear communication framework with a content plan** for at least three months.

This strategic approach ensures proper recognition, attracts the right clientele, and builds trust through clear and coherent branding and communication.

To secure repeat business & benefit from positive word-of-mouth, we...

Implement **CX management best practices and templates** for your step-by-step customer journey, complete with all **necessary materials**.

This meticulous planning enhances customer experiences, encouraging positive word-of-mouth and repeat business.

To become more efficient & conserve resources, enjoy sustainable growth, stability, and peace of mind, we...

Set up **essential business tools** and establish an **optimized work routine** that maximizes efficiency.

Streamlining operations not only boosts efficiency and optimizes resources but also allows more time and funds for development. This ensures starting each day with peace of mind, knowing routines and habits align with both personal values and business goals.

# Do they suffer from...

## Insufficient Brand Recognition:

Potential clients are not familiar with their brand, they may be overpromising and underdelivering, **or underselling which obscures true value and pricing structure.**

## Poor Customer Satisfaction:

Customers, likely unsatisfied are **not returning, not recommending their services,** or potentially sharing negative experiences.

## Resource Wastage:

Inefficiency and disorganization leads them to **unnecessary expenditure of time and resources,** impeding optimal business operations.



Then, you're in  
the right place  
& they're lucky  
to know you.



Look at their success...



## Refine

After our session, Monica **felt empowered with a clear action plan, doubling her productivity.** She's now confidently navigating her career path and achieving her goals.



## Elevate

Valeria's tailored approach **resulted in a 30% increase in client satisfaction.** Happy clients shared their positive experiences, **leading to a 50% spike in referrals and organic growth.**



## Streamline

By streamlining her processes, Siofra **boosted her focus and discipline, reducing errors by 40%.** Her optimized workflow has led to **faster, more accurate results.**

# How it works —

1

## **Refine** Their Brand

To achieve strong brand recognition, attract the right audience, build trust with coherent communication strategies, and cultivate a loyal community that advocates for their brand.

2

## **Elevate** Their Customer Experience

By delivering a seamless, high-quality customer journey that fosters lasting relationships, repeat business, and positive word-of-mouth.

3

## **Streamline** Their Operations

To save time and resources, enhance profitability, and ensure alignment with long-term business objectives.

*In details* →

# CHAPTER 1

## Refine Their Brand

### Brand Essentials

- **Audit Session:** A detailed 2-hour session available in-person or online, assessing their current brand setup (vision, target market, persona, offerings), visual identity (logo, typography, imagery), and communication framework (tone of voice, channels).
- **Brand Book Creation:** A thorough 25-30 page brand guide outlining strategic improvements to their brand setup, visual identity, and communication framework. Final deliverable is a brand book as a PDF, a shared Google Drive and Canva Pro folder containing all essential brand assets.

### Communication Strategy

- **Communication Channels:** Set up a website (with SEO, in one additional language), Google Business profile, and social media accounts to harmonize across all channels, ensuring consistency and clarity.
- **Communication Plan:** 4-hour session to develop a detailed communication strategy and a targeted content plan for three months to effectively engage the audience.

### Social Media Outsourced Management (3 months)

- **Strategic Content Planning:** One-hour session per month on selecting topics and content to publish.
- **Preparation and Regular Publishing:** Creation and preparation of visuals and texts; regular publishing to maintain connection with the audience.
- **Online Community Management:** Continuous monitoring (e.g., Story posts) to cultivate a vibrant and engaging community.
- **Quarterly Content Performance Reports:** Detailed analyses to assess community growth, engagement, and the profitability of actions.





# CHAPTER 2

## Elevate Their Customer Experience

### Service (Re)Design

- Consulting Session: In-depth 4-hour session focused on (re)developing a specific service offering, detailing its deliverable(s), and defining its business distribution channel(s), and drafting an initial customer journey map.
- Mapping: Comprehensive customer journey map with industry best practices. This detailed and actionable customer journey map enhances clarity for content creation and template development.

### Content Development

- Content & Templates Creation: Customized branded content and templates for all essential touchpoints of the customer journey (available in one additional language). Final deliverable is a shared Google Drive folder with all content & templates sorted per touchpoint.

### Launch

- Go-to-Market Plan: An MVS-focused (Minimum Viable Service) go-to-market plan identifying target market, value proposition, basic pricing, communication channels, essential marketing activities, simple launch timeline, and metrics for quick launch and feedback.

# CHAPTER 3

## Streamline Their Operations

### **Business Systems**

- **Customer Relationship Management Integration:** Implement and integrate CRM systems for streamlined customer relationship management and data-driven decision-making. Final deliverable is a Google or Excel Spreadsheet ready-to-use, set up like a CRM.
- **Profit & Loss Management:** Tools and strategies to monitor and manage financial performance, ensuring sustainability and growth. Final deliverable is a Google or Excel Spreadsheet ready-to-use as P&L.

### **Operations & Productivity**

- **Centralized Processes:** Streamline operations to enhance efficiency, reduce waste, and improve manageability.
- **Productive Routines:** Establish routines and habits that boost productivity and align daily activities with strategic goals.



Passionate about helping  
people find solutions that  
truly make a difference?

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