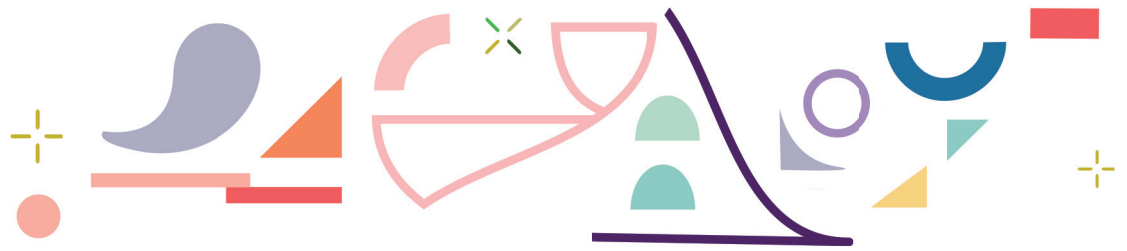


The difference
between
the right word
and the almost right
word is the difference
between lightning
and lightning bug.

SELLERSLICE

Brand Messaging, Round 2
September 6, 2022



Jenny is a design goddess. From the moment we started working on an intellectually stringent job that required not just beautiful work but smart, keen – at times, mathematical – prowess, she delivered. She provided option after option. She did so with enthusiasm. She was game.

A goddess, I tell you. A rare find.

Dawn DeKeyser

Holy cow, how many amazing things can I say about Jenny? How much space do I have here? Definitely not enough.

Open, giving, fanatical perfectionist, excellent communicator, talented, and an uncanny ability to perfectly tune her skills to whatever project you throw at her.

I am not an easy person to work with and she never skipped a beat.

She knows how to listen, give feedback, and act precisely, moving a project forward on budget and on time. She's amazing and worth every penny she quotes you.

And probably then some.

David Zietz

Working with Jenny has transformed my business. She tuned in and helped me express the uniqueness of what I do with her magical visual language. My branding kinda used to kinda look like everyone else's in my field. Now when my right-fit clients find me on-line, they seem to instantly recognize how my work is different. My branding is working to bring in the right folks, and I'm having so much more fun with my business because I LOVE what I'm putting out there visually every day.

Annie Schuessler

HI JORDACHE! HI DUKE!

Because I know you consider this to be the final pass, I wanted to be thorough and go over every copywriting and messaging needs you have (or may have in the direct future).

Since you've mentioned wanting to incorporate both Christian Bale's Batman and RDJ's Iron man, I thought it would be helpful to write out what I saw in each of these characters, how it could be brought into your brand voice, and how we can use it to unify (and also distinguish) both of your unique personalities within the single company, SellerSlice.

What I found interesting in the character choices were that both men were heroic, it was their approach to their duties and responsibilities that tailored their specific flavor of heroism.

Christian Bale's Batman is more stoic, reluctant, and thoughtful. Weighing the options to make the best choice, regardless of external pressures and biases.

Iron Man's RDJ snarky, cocksure swagger, carries an equally internally-calibrated sense of direction and action, but backed up by a sincere heart.

The Rebel

Clearly the confluence of these two characters lends itself to a rebellious nature that is not only ethical, it's centered around a unique core.

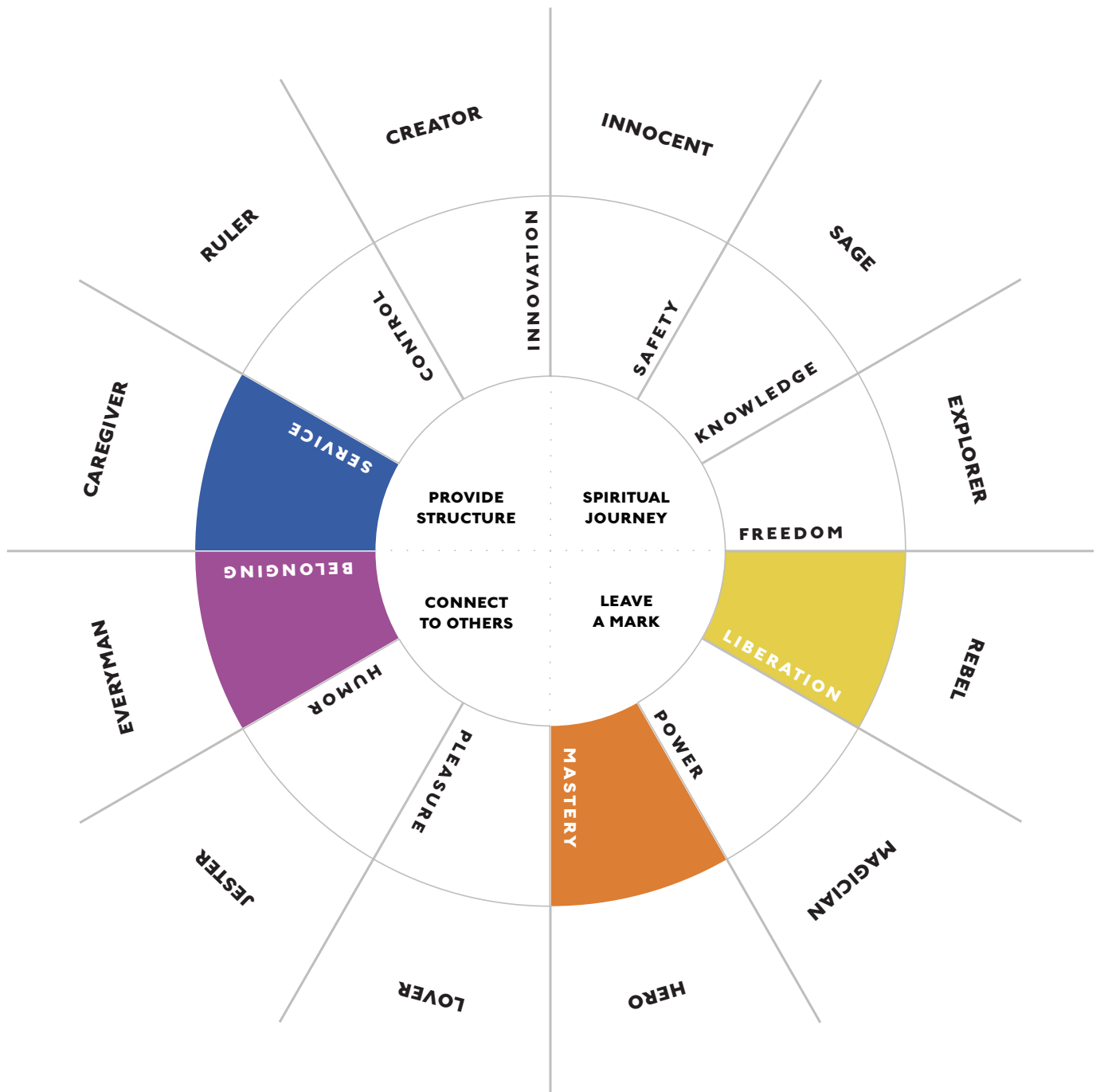
Your approach, your success in going against the grain of Amazon's bullshit creates a deep rebel streak to your guidance and client results.

You want to help people, but in a way that invigorates and excites them— not coddles them.

The Hero is within the same space, yet it's more playful than stern Unexpected, bold, and yielding results to make an attitude and approach like that acceptable and welcome.

ARCHETYPE BREAKDOWN

SellerSlice's Archetype Blend is **The Everyman**, **The Caretaker**, **The Hero**, and **The Rebel**.



The Everyman

This archetype is of the welcoming and friendly, and happy nature. It's the use of affability and camaraderie that makes everyone feel at home. "Can't we all just get along?" is the rally cry of this archetype.

Their welcoming nature builds trust and value in their client's ease. If you're using this archetype, you'll want to focus on the experience your customers can expect from you, delivering trustworthiness, reliability, and openness. Brands like Budweiser, KFC, and Target are all using this archetype.

I wanted to include their WASSSSUP campaign because it's one of the best examples of this archetype in use. Entertaining easy going fun, belonging, and simplicity. I also love that years later, the ad company did a double-down and used GRANDMAS! So another layer of belonging, easy going silly fun and in a completely different direction.

The OG:

<https://youtu.be/JJmqCKtJnxM>

The Granny Version:

<https://youtu.be/P3jJGDCczL4>

The Caregiver

While these attributes might feel in direct contrast to the aggressive qualities listed in your answers, this relates to how you care for your clients and their interests.

Concepts and words like: empathetic, altruistic, and compassionate, protection, mindfulness, caring for, thoughtfulness, attentiveness, softness

Campbell's Soup is the quintessential Caregiver archetype. Their marketing and advertising is warm and nurturing. Princess Diana, Mother Theresa, The Salvation Army, and Habitat for Humanity also exhibit this archetype.

<https://www.youtube.com/watch?vIFU1WAa5pDio>

This commercial from Campbell's is a fantastic one. Not only is the music comforting because we've heard it a million times, the usage of nostalgic imagery like a living Norman Rockwell painting should seal the deal

The Hero

This is where your aggressive nature comes in, and it comes in as a support to the care and attention paid to your clients. It represents the desire to overcome an obstacle; in this instance, selling more without any of the bullshit. Words and concepts like steadfast, no-nonsense, justice, doing what's right all center through The Hero archetype.

Harry Potter, Jon Snow, and Katniss Everdeen are excellent examples of this archetype in use.

The Rebel is introduced to frame how The Hero serves you and your clients. Operating a confident and ethical based approach, The Rebel is your uniqueness; both in your personalities as well as the mix of stoicism and care with aggressive playfulness. Both of these approaches combined yield a result that's unmatched, which is rebellious in and of itself.

Christian Bale's Batman, Robert Downy Jr.'s Iron Man are the best examples of this archetype for SellerSlice.

For SellerSlice, the breakdown looks like this:

How you come across organically is The Everyman

How your clients feel about working with you is The Caregiver

How you serve your clients is The Hero & The Rebel.

Using this framework helps inform the copywriting, the tagline, and all of your verbiage.

You've mentioned that 'bullshit' might be (or is) offensive to your client base.

If 'bullshit' is too strong of a word, we could explore euphemisms (bull pucky, bull) or conceptual replacements (nonsense, noise) that also reflect Amazon's overwhelming nature.

'bullsh*t' might also work, keeping things inline with the Everyman archetype, where Bullshit is the Hero, and a euphemism/replacement would hedge into Caregiver territory.

The more soft the language, the more you're into Caregiver. The other end of the spectrum is The Hero, taking action and seeking claims in honesty for the sake of efficiency and transparency. The Everyman is squarely in the middle.



OUR TONE

SUGGESTIONS:

1. Our tone is just like us: approachable, bold, and playfully breaking the rules.
2. Our tone is just like us: approachable, bold, and playfully breaking the rules.
When it gets you the results, who cares what the rules are?
3. Our tone is just like us: approachable, bold, and playfully breaking the rules.
When it gets you the results, who cares?
4. When it gets you the results, who cares?
5. We're not here to waste your time, we're here to get you the results you're looking for.

ABOUT US

ORIGINAL:

SellerSlice is a marketplace incubator that's single-handedly transforming seller growth across the Amazon platform.

Founded by industry leaders Duke Kroll and Jordache Perozzo, this dynamic collective empowers brands with competitive insights and bold instinct to activate their untapped potential

SUGGESTIONS:

1. SellerSlice is a marketplace accelerator that's single-handedly changing the way seller growth is achieved on the Amazon platform.
2. SellerSlice is a different marketplace incubator transforming seller growth across the Amazon platform without the hassle.
3. SellerSlice is a marketplace accelerator that's changing the way seller growth is achieved on the Amazon platform.
4. SellerSlice is a marketplace accelerator that's changing the way seller growth is achieved on the Amazon platform.
5. Established by industry leaders fed up with the same bullshit you are: Duke Kroll and Jordache Perozzo formed a powerful team that empowers brands with competitive insights and bold instincts as they activate their clients' untapped potential
6. Our clients are fed up with the Amazon bullshit, and so were we. It's why we founded Seller Slice.
7. Duke Kroll and Jordache Perozzo formed a powerful team that empowers brands with competitive insights and bold instincts as they activate their clients' untapped potential. Navigating the unnecessary complications of the Amazon platform in a clear, easy, and profit-filled way.
Founded by industry leaders Duke Kroll and Jordache Perozzo, their collective dynamism empowers brands with competitive insights and trusted instinct in activating their clients' untapped potential and success on the beast of a platform.

OUR MISSION

ORIGINAL:

SellerSlice was founded to help brands not only meet their goalsbut exceed them.

SUGGESTIONS:

1. We founded SellerSlice to break through our client's goals.. and then exceed them.
2. SellerSlice is here helping our client's not just meet their goals.. but break beyond them.
3. SellerSlice is here helping our client's not just meet their goals.. but crush them.. and then crush new ones.
4. SellerSlice is here helping our client's not just meet their goals.. but crush them.
5. SellerSlice: helping our client's set and meet their goals.. and then break beyond them.
6. We founded SellerSlice to meet our client's goals.. and then bust through them.
7. We created SellerSlice to help our clients meet their goals, and then break through new ones.
8. SellerSlice help's clients meet their goals, and then break through new ones.

TAGLINES

ORIGINAL:

We are Amazon without the bullshit.

EX:

Like Amazon, without the hassle

Like Amazon, without the bull

Like Amazon, without the bullsh*t

Like Amazon, without the noise.

Cut through Amazon's nonsense.

Cut through Amazon's hassle.

Cut through Amazon's noise.

Cut through Amazon's nonsense with SellerSlice.

Cut through the bull with SellerSlice.

Cut the bull with SellerSlice.

See the growth without the bull. Seller Slice

We're Amazon without the noise.

We're Amazon, without the crap.

We're Amazon without the nonsense.

Selling without the nonsense (nonsense would be visually treated like the amazon logo)

Results without the nonsense (nonsense would be visually treated like the amazon logo)



www.PureeFantastico.com info@PureeFantastico.com 213-925-1398

Facebook, Instagram, Pinterest @PureeFantastico