

Build the brand *behind* what you sell.

YOUR EXPERIENCE. YOUR BRAND. YOUR BLUEPRINT FOR GROWTH.

Buyers follow people they trust. Sellers who grow have a clear brand and a plan built around who they are. Growth by Design gives you that plan: a personalized Blueprint and AI Brand Companion shaped by your experience, your audience, and the time you have.

WHY YOUR BRAND MATTERS

\$37 billion

Projected U.S. creator advertising spending in 2025, up 26% year over year.¹

73%

of respondents favored culturally relevant brands over brands focused solely on products when asked which would increase their trust.²

Less than **\$84/mo**

In 70 MLM income disclosures reviewed by FTC staff, the vast majority of participants received \$1,000 or less a year, often before expenses.³



RACHEL KELLOGG • FOUNDER

MEET RACHEL

Executive strategy, made for *everyday* sellers.

20+ years in beauty, wellness, sales, and marketing

Earned six pink Cadillacs with Mary Kay

Executive sales and marketing leadership

Built creator and affiliate channels from zero

Helped scale a wellness brand's DTC revenue from ~\$25,000 to \$1.5 million monthly in under 18 months

She created Growth by Design to bring executive-level strategic thinking to sellers who need a practical plan that fits their strengths, goals, and available time.

WHAT YOU RECEIVE

01 Personalized Growth Blueprint

A clear plan for your audience, positioning, content, offers, and next steps.

02 AI Brand Companion

Configured around your voice, audience, priorities, and Blueprint. Practical help planning, writing, and making decisions, even if you're new to AI.

HOW IT WORKS



¹ IAB, 2025 Creator Economy Ad Spend & Strategy Report. This is advertising investment, not seller earnings.

² Edelman, 2025 Brand Trust Report, global survey.

³ FTC, 2024 MLM Income Disclosure Report. These findings concern the reviewed MLMs, not all social sellers.