

Alyssa J. Gavinski

CEO & EXECUTIVE CREATIVE DIRECTOR OF

FELICITY + DESIGN

vulnerability is magnetic, a branding + web design studio



“BE UNTAMED, UNCAGED AND UNAPOLOGETICALLY YOU.”

AS SEEN IN

THE
HUFFINGTON
POST



Microsoft Store

eWomen
NETWORK.



#walmcast

THE
Savvy
COMMUNITY
MEMBER

BIOGRAPHY

“A natural on stage with a message that we all can relate too. She shared her vulnerable story which captured the audience. She was **funny and engaging in sharing her message** about business and branding yourself.”

Lisa Alentejano Gaetz

“Alyssa is an effortless speaker who **brings her authentic self to her clients**, her work and her speeches. She is **full of positive energy** and invites you to also show up to your life authentically.”

Lisa Fraley

Alyssa Gavinski is the CEO and founder of Felicity + Design Inc., and **she knows a thing or two about branding and creating websites that showcase your business and what you love.**

When she started her business, she took on 105 client projects in three weeks, but worked to near exhaustion trying to fill the orders. After quickly building a portfolio, raising prices and building a team, she now **runs a successful design studio that contracts out to over 15 designers.** Her studio specializes in design for clients who know their business inside and out, to help them become visually aligned and to fall in love with their brand.

Three years ago, after a singular event, she started living her life on her own terms by seeking happiness based on her own approval, not based on other people's opinions. She also goes about **branding and web design process a bit differently than other creatives in the same industry, truly embodying the statement "Vulnerability truly is magnetic".**

Not only does this make it easier to keep up with “the trends”, it's also easier to create relationships and **find those soul mate clients, the ones you actually enjoy working with.** Vulnerability is the thing that sparks those true connections, where you begin to meet and sign clients that you truly love to work with. **It is not a weakness: it is a strength.** When people know that you've been where they are, you'll become a magnet to your soul mate client.

CONTACT

email: hello@felicityanddesign.com
web: felicityanddesign.com



“STOP SHOULD-ING YOURSELF!”

HOW TO ATTRACT YOUR SOUL MATE CLIENTS BY BRANDING WITH AUTHORITY AND VULNERABILITY.

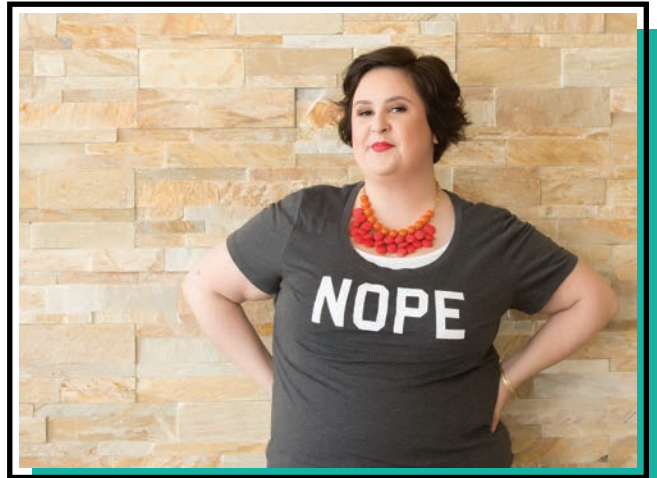
Attendees will **transform their thinking about how to show up and market themselves online.**

They'll wave goodbye to the clients they dread working with and their beliefs about what they “should” be doing in their business.

They will learn **how to say hello to standing out and standing tall** by embracing their perfect imperfections, so they can **start attracting clients they're head over heels for.**

The attendees will walk away with:

- ✚ An understanding of the difference between a target client and a soul mate client;
- ✚ The three essentials to emotionally connecting with their soul mate clients, including the secret to building brand authority;
- ✚ A three-step process on developing a visual brand they love.



TESTIMONIALS

“Authentic is a word I love but **it's rare to meet people who truly embody all that it means.** Alyssa does just that. She **bravely and passionately shares her whole life story** with audiences in a real and raw way allowing us to rethink our online presence in order to capture soul mate clients.”

Linda Stuart

“**Alyssa infuses her message with lessons, insights and humor. She is inspiring yet practical** and tells a powerful message about the importance of finding “your soul client” which takes the art of branding and marketing to new heights.”

Marjorie Miller

#PERFECTLYIMPERFECT