

# elaine swann

LIFESTYLE & ETIQUETTE EXPERT







**#1 Lifestyle & Etiquette Expert in the USA**

**Highly sought-after and well-respected authority in the areas of Lifestyle and Etiquette**

**Hundreds of local & national news and talk show appearances**

**Massive appeal to female consumers on a national scale**

**Owner of a successful licensing program with multiple locations throughout the US.**



# BRAND STORY

Born third in a family of five, Elaine Swann's family emigrated from Panama. As a young girl, she was found to be quite shy and insecure. Luckily for her, her mother sent her to a charm school in hopes of boosting her self-esteem and helping her to fit in. There she learned the confidence and grace needed to inspire her future career. She spent her young adult years competing in pageants and she received further training in the etiquette field. She enjoyed a 10-year career as a flight attendant for **Continental Airlines** and gained a deeper knowledge by completing their International Etiquette and Protocol training.

In her spare time, she volunteered as an etiquette trainer for a local sorority's annual debutante ball. Elaine was later commissioned to facilitate an etiquette program for a local middle school and that one opportunity became more.

Elaine realized she could turn her passion into a career. In 2003 she founded her etiquette consulting business **The Etiquette Advantage**. She left Continental Airlines in 2007 and fully immersed herself in her business. Her endeavor was based upon a single life's passion; to help others learn how to empower themselves to live better, feel better, and treat others with decency and respect.

In November 2017 after gaining national notoriety in the etiquette industry, Elaine rebranded her business naming it **The Swann School of Protocol**. She launched an endeavor to scale her etiquette consulting business in the form of a licensing program. Thus making her the first ever Black and female-owned etiquette licensing program. With her franchise-like model, she has **over 30 independently owned and operated Swann Schools across the United States**.

As America's Leading Lifestyle & Etiquette Expert, Elaine has appeared on the **TODAY Show**, **CNN**, **Inside Edition**, and **Access Hollywood**. She has been featured on radio and podcasts and quoted countless times in the news on platforms like **NPR**, **Fortune**, **Wall Street Journal**, **Bloomberg**, and **The New York Times**, and has appeared in **Oprah Magazine**, **Essence**, **Real Simple**, and many more.

Elaine is the author of four books on etiquette, "**Girls Have Style**", "**A Distinctive Approach**", "**Going Public**", and "**Let Crazy Be Crazy**". She travels the country sharing her advice with prestigious businesses such as **Merrill**, **Cisco**, **Bank of America**, and **Legoland**. She has also presented at various universities including **Stanford** and the **Wharton School of Business**.

Additionally, this celebrated expert has served as a brand ambassador for brands such as **Booking.com**, **Procter & Gamble**, **Olay**, **Baskin Robbins**, and **Zelle**. She has worked on strategic partnerships with **T-Mobile**, **General Motors**, **Moet**, **Tequila Herradura**, **Sephora**, **Keurig**, and **Mikasa**, among others.



**"...Emily Post of the Digital Age"** - New York Times



## TV INTERVIEWS



**TODAY Show**



**Access Hollywood Live**



**Sherri Show**



**YAHOO Finance**



**NBC Los Angeles**



# PRINT MEDIA INTERVIEWS



People

The New York Times

Los Angeles Times

Chicago Tribune

WSJ





## ONLINE PRESS

BRIDES

CNN.com



THE  
HUFFINGTON  
POST

Mashable



ELLE

Women'sHealth



delish



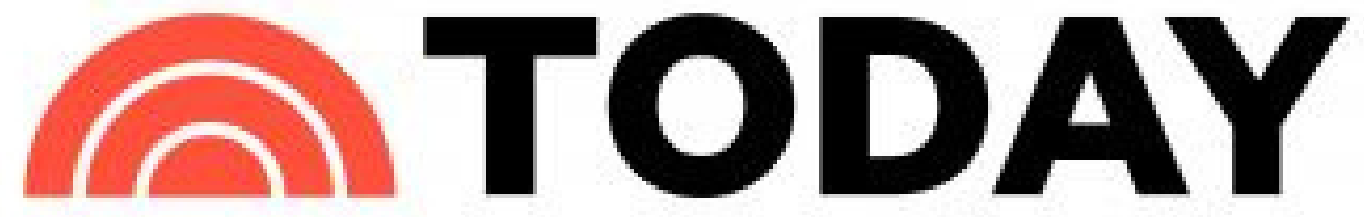
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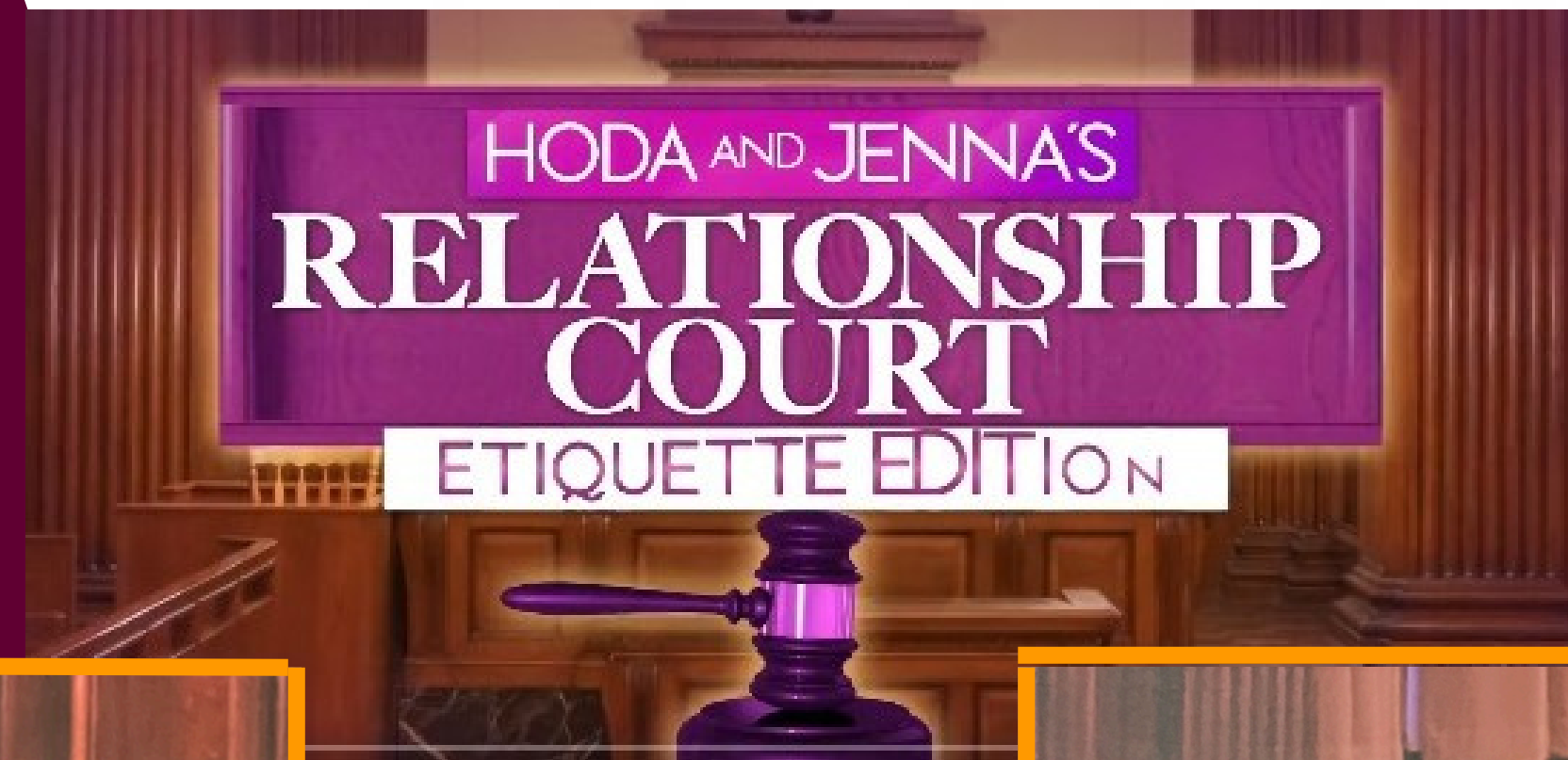
ESSENCE

Men'sHealth





Elaine's  
Regular  
Segment on the  
TODAY Show





# TELEVISION SHOWS



**What the FIT - Kevin Hart**



**Kicking & Screaming - FOX Primetime**



**UPSCALE - TruTV**



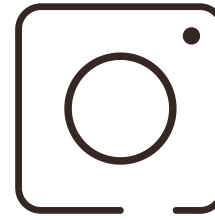
# SWANN BUZZ

**1.36B**  
AUDIENCE

Combined total of publication-wide audience figures for all outlets featuring coverage

**15M**  
ESTIMATED VIEWS

Prediction rate of lifetime views of coverage, based on audience reach & engagement rate on social



74k



4.6k

**282,720**  
REACH



30.6k

**83**  
AVG. DOMAIN AUTHORITY

A 0-100 measure of the authority of the site coverage appears on. Provided by Moz

**99**  
PIECES OF COVERAGE

Total number of online, offline and social clips in this book

**114k**  
ENGAGEMENT



12.3k

Source: <http://CoverageBook.com>



# DEMOGRAPHICS

A highly engaged and discerning audience

Female 95%

Median Age 35 - 44

Median HHI \$74,000

Own Home %59

Married %53

Any College %65

## PSYCHOGRAPHICS

Delivering to an audience of women who:

### INDULGE

Nearly 90% take joy in purchasing name-brand products over generic or store brands.

### ENGAGE

90% say Elaine's lifestyle and etiquette advice is useful.

### INFLUENCE

71% Say they are likely to influence others in purchase decisions.

### PURCHASE

86% say they are the primary shopper in their home.





# BRAND JOURNEY



Consulting & Instructional



Books

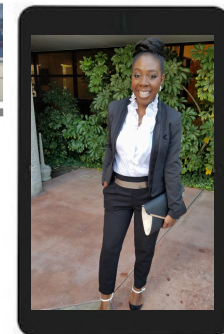
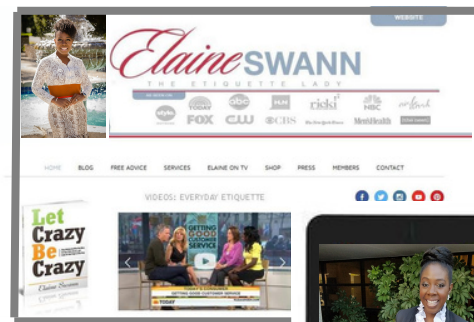


Program Expansion

LICENSING  
ELAINE SWANN BRAND



Digital Courses & Resources



Social



Television



THE SWANN BRAND

Stylish  
Sophisticated  
Informative  
Innovative  
Inspirational  
Educational  
Authentic  
Credible



## SUCCESSFUL COLLABS

Elaine enjoyed her relationship with Zelle, and they had a big plan for 2020, but because of the pandemic, they had to slightly pivot in their plans. Elaine brought some key ideas to the team that they implemented and worked on. The results and topics are listed below:

### Results from Zelle Partnership

- 1.85M total media impressions
- 110 media placements

### Messaging moments:

Everyday Better/Pandemiquette

- E-learning and Pods
- Interpersonal Relationships (roommates/generational living)
- Virtual Care Packages
- Safe Travel Experiences
- Tipping Service Providers
- Gifting/ special events
- Holidays
- Weddings
- Bridal Showers
- Bachelor/Bachelorette

The Zelle logo is displayed in white text on a solid purple rectangular background. The word "Zelle" is in a clean, sans-serif font, with a registered trademark symbol (®) to the upper right of the letter "e".



# SUCCESSFUL COLLABS

Elaine's partnership with Olay consisted of a before and after segment with a consumer that was selected by the brand. She offered skincare advice and Olay products to a young lady, and they both came back on the show a month later to reveal the results.



## SEGMENT ONE - BEFORE OLAY



## SEGMENT TWO - AFTER OLAY



Gogolewski

Elaine, you are such a treasure. I usually ignore these sales pitches, but coming from you, I know it's genuine. I'll try Olay



Perez

Elaine T Swann this video came to me just in time. I been looking for a good product. I will try Olay.



-Shepard

I saw this episode!!! You were fabulous and informative as always. Going to purchase the night cream for sure.



Powery

Great episode Elaine! My skin definitely need some hydration. I will be purchased the Olay skin hydration creme.



## *Collaboration with Courtside Market*

Elaine's collaboration with Courtside Market introduces a refined collection of glassware, candles, serving trays, coasters, and tabletop décor, offering consumers the perfect blend of warmth and effortless elegance for their living spaces.





# revered by loyal fans

**“I love your message! WE need this - Thank You!” ~ J. Walker**

**“I'm WITH YOU ELAINE!! ...I'm very happy to see you saying that on TV!!... I'm sitting here like: Yes! Yes!” ~ C. Carpenter**

**“Elaine Swann Has the Best Advice!!” ~ M. Saldana**

**“Thanks for being the voice of reason!”**  
~ B. Rachman

**“Elaine, the Etiquette Lady has done it again! Nice article and specific advice for the average person to follow to know what is appropriate and when...” ~ M. Hayes**

**“Yes! Elaine Swann you are so very Awesome...and Beautiful!” ~ M. Cropper**





# *Licensing Opportunities*

## tabletop

From plates and silverware to fine shining crystals, Elaine Swann's tabletop is perfect for any occasion. Whether it's a small intimate setting or a larger gathering, Elaine Swann tableware adds an elegant finishing touch to make for a memorable dining experience.

- Dinnerware
- Flatware
- China, crystal + silver
- Bar Accessories
- Glassware (drinkware / serveware)
- Linens
- Napkins
- Table runners
- Placemats
- Candle Holders
- Centerpieces





## kitchenware

At the center of every home is a kitchen that nourishes those that live there. The Elaine Swann brand would be proud to offer products for the kitchen to complete and personalize the heart of any household and any family.

- Cookware
- Bakeware
- Serving dishes
- Beverage Dispenser
- Cutlery
- Towels & Pot holders
- Food Storage
- Kitchen Gadgets
- Tea Kettles & Brewers
- Measuring Cups
- Spice Racks
- Cookbooks





# elaine swann home décor

/product gallery

Looking to update and decorate your home? Then look no further, the Elaine Swann brand will offer an extensive array of goods and designs to suit any taste. She endeavors to create beautiful, innovative, affordable products that symbolizes good taste for any home.



- Furniture
- Bedding
- Drapes
- Decorative Pillows
- Lamps
- Pictures and Wall Art
- Picture Frames
- Mirrors
- Vases
- Rugs
- Children's/Infant's Décor
- Towels, Bath Mats & Accessories
- Garden Accessories
- Lawn Ornaments
- Drapes & Blinds
- Paint
- Wallpaper
- Hardware



## beverages

Tired of buying a drink and finding it not to be what you expected? Well Elaine Swann will offer flavored beverage mixers, and anyone can mix the drink that they always wanted. The idea is to add as much or as little as you want to make for the just the right taste.

### Use for Any Occasion

- Baby Showers
- Bridal Showers
- Children's Parties
- Dinner Parties
- Picnics
- Beach Parties



### hot and cold teas

Sometimes a good cup of tea is just what you need to refresh after a long day. The Elaine Swann brand can offer natural teas that will relax and replenish to make for the best quality tea-drinking experience.



## specialty foods

For the host that has trouble planning the perfect meal for people of all tastes or deciding on just the right food that will please their guests for any occasion. Elaine Swann will offer food products that are just the thing you need to keep any hungry guest happy and any hostess popular.



- |                   |                |            |
|-------------------|----------------|------------|
| • Breakfast Foods | • Appetizers   | • Snacks   |
| • Lunches         | • Dinner Meals | • Desserts |



## wedding accessories

Help to organize your wedding with Elaine Swann wedding accessories. Elaine Swann wedding products help couples define their personal wedding style and bring their profoundly unique celebration to life. Elaine's line of wedding accessories will aid any couple to stay organized before and after the big day and make sure it runs all the more smoothly!



- Decorations
- Stationery
- Invitations
- Announcements
- Do-it-Yourself Invitations Kits
- Guest Favors
- Candles
- Gift Bags
- Bridal Accessories
- Planners
- Cake Toppers
- Cake Cutters & Servers
- Cake Stands
- Flower Girl Baskets
- Ring Bearer Pillows
- Guest Books
- Pens
- Toasting Glasses
- Garters
- Pictures Frames
- Ribbons
- Fabrics
- Centerpieces
- Unity Candles
- Ceremony Décor
- Reception Décor



## flowers

Elaine Swann will offer the freshest and most vibrant bouquets and arrangements that can make hearts melt. Flowers can come with many different meanings and types of arrangement. Get just the bouquet you need for any occasion.

### Flowers for Every Occasion

- Mother's Day
- Valentine's Day
- Weddings
- Easter & Passover
- Birthdays
- Administrative Professionals Week
- Thanksgiving
- Hanukkah
- Christmas
- Kwanzaa
- Prom
- Get Well
- Sympathy
- Parties



## bath and beauty

- Cosmetics
- Cosmetic Pouches
- Skincare
- Fragrances
- Lotions
- Body Spray
- Bubble Bath
- Bath Salts & Crystals
- Soaps
- Sponges
- Bath Sets
- Travel Sets





## office supplies



- Planners
- Journals
- Totes
- Desks
- Calendars
- Notebooks
- Laptop Sleeves
- Office Chairs
- Desk Accessories
- Notepads
- Tablet Cases
- Filing and Storage
- Pens & Markers
- Labels
- Accessory Pouches
- Lamps

## greeting cards and stationery

Elaine Swann greeting cards will be perfect for keeping in touch. They are a fabulous gift for any occasion. Tell the people you care about that you are thinking of them with these elegant and thoughtful mementos.

- Holidays
- Birthdays
- Anniversaries
- Get Well
- Sympathy
- Thank you
- Weddings
- Thinking of you
- Congratulations





# elaine swann

## travel products

Have the perfect items for any journey no matter how far you travel. Travel anywhere in the world with items such luggage, backpacks, tote bags and jewelry travel cases to make for a comfortable and fashionable journey.

- Luggage
- Backpacks
- Tote bags
- Jewelry travel cases
- Travel Pillows
- Luggage Tags



[/product gallery](#)

## clothing and accessories

Offering products to those with style in mind, Elaine Swann will present an array of fashion forward stylish finds Elaine Swann products into your wardrobe today!



- |            |           |            |                     |
|------------|-----------|------------|---------------------|
| • T-shirts | • Pants   | • Jackets  | • Bras              |
| • Blouses  | • Skirts  | • Sweaters | • Panties           |
| • Handbags | • Scarves | • Pajamas  | • Shapewear         |
| • Shoes    | • Jewelry | • Robes    | • Camisoles & Slips |



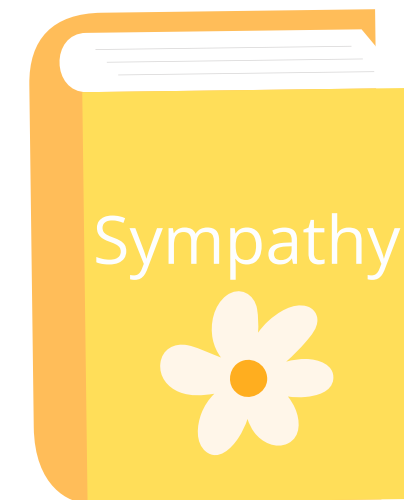
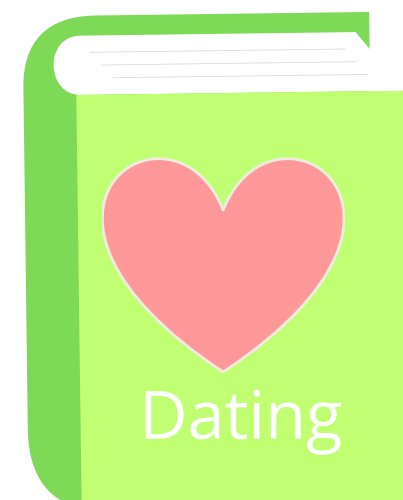
Operating from a desire to help others “be well and live well,” Elaine has purposed her way with the written word into books presenting sound and relatable guidance. Most recently, Elaine wrote **Let Crazy Be Crazy**, a book that emboldens readers to face difficult people and challenging circumstances.

She also penned **Girls Have Style ... At School!**, an etiquette book for teen girls. Elaine has blogged for **Essence.com** and contributed to **Exquisite Weddings Magazine** as well.



## mini gift books

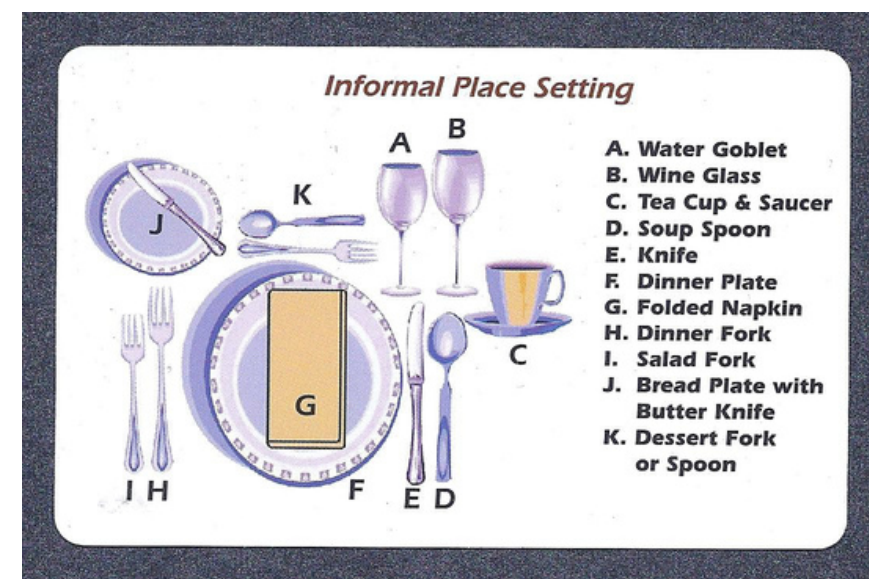
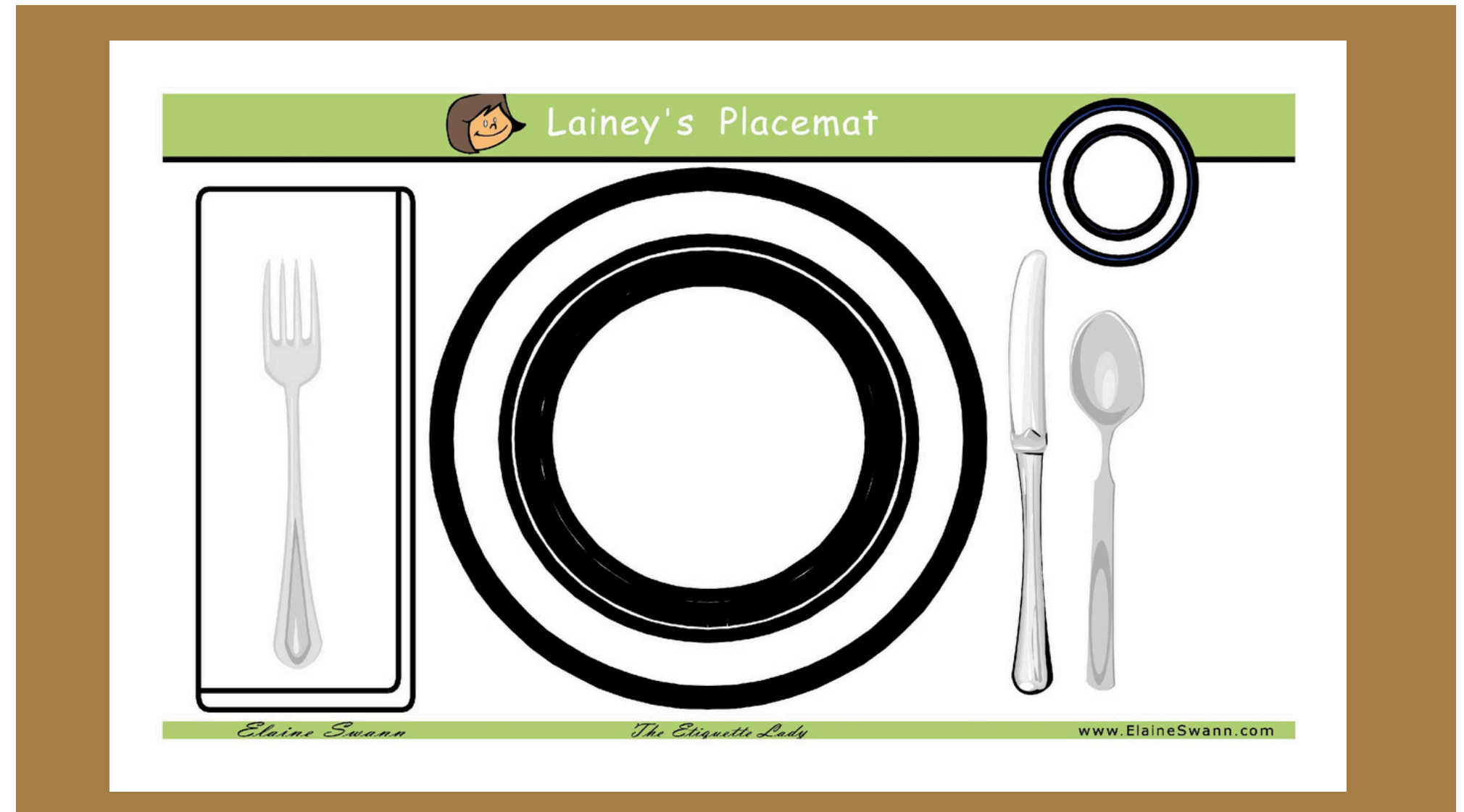
Next Elaine’s loyal fan base will be able to take advantage of an array of stylish books that range from a series of easy to read helpful **3 x 3 mini gift books with 36 pages with 25 tips for each topic** to help individuals learn good manners and stylish behavior in a flash!





# everyday style learning aids

- Table setting placemats for kids
- Flash Cards
- Games
- Checklists
- Poster Boards
- Learning on-demand kits
- Audio learning series
- Video learning series
- Wallet-sized Tip Cards





# SWANN HQ'rs



**Jessica Zoraida**  
CFO



**Lisa Cervantes, Esq**  
Legal



**Elaine Swann**  
Founder & CEO



**Heidi Schnakenberg**  
Administrative Assistant



**Christin Marshall**  
Senior Accountant AP/AR



**Valerie Greer**  
Client Coordinator



**Deeran Anderson**  
Swann BizU Director



**Miracle Peters**  
Social Media Coordinator



**Lakesha Cole**  
PR Coordinator



**Denise Benz**  
Manager, Speaking &  
Brand Partnerships





*For Licensing Inquiries:*

# THE B<sup>®</sup>AND LIAISON

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