
THE
DEAN
LAW FIRM PLLC

TheWallStreetLawyer.Com

**IN THE BLACK
BUSINESS BRANDING
WORKBOOK**

Use the following checklists to guide you through the process of branding and organizing your new business.



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PROJECT MANAGEMENT

Once you land a few clients, you'll need to manage those projects! Staying on top of all aspects of project and relationship management is key. Nail these and you'll have the confidence to continue promoting yourself in your industry and rise to the top!

CHECK LIST

- Customize your logo
- Customize your mission statement
- Customize your tagline
- Customize your unique branded business systems
- Select a process/task software to track time:
 - » Basecamp
 - » Asana
 - » Trello
 - » Paydirt
- Customize your estimate template
- Customize your Invoice template
- Finalize your client agreement
- Customize your canned email templates for use
- Select a business system to automate client communication:
 - » Constant Contact
 - » Mail Chimp
 - » Kenshoo
 - » Hatchbuck

HOW WILL YOU GO OVER AND ABOVE FOR YOUR CLIENTS?:

HOW WILL YOU KEEP TRACK & MANAGE YOUR DAY?:

BRAND & STYLE

Now that you've established your name, legal business documents, and your workflow & process... let's get down to the fun stuff! You now need to either design it yourself or have your logo designed. Use this checklist and brainstorming area to help propel you or a designer in the right direction.

BRANDING

- Brand identity
- Business cards
- Stationery
- Portfolio website
 - » Squarespace
 - » Wordpress
 - » WIX
- Branded Merchandise

WHERE TO LOOK FOR INSPIRATION

- Past Experiences
- Dreams and Goals
- Current Work and Clients

HOW TO PROMOTE YOUR BRAND IN PRINT

- Flyers
- Postcards
- Brochures
- Books
- E-Books
- Banners

WHAT DO YOU WANT YOUR BRAND TO EVOKE?:

NOW LET'S THINK ABOUT COLORS:

WHAT ABOUT IMAGERY & ICONS?:

BRANDING & STYLE SKETCHING

You've written out your ideas, now let's take a stab at doodling, scribbling, chicken scratching... whatever! Allow your ideas to flow, without overthinking it. Have Fun!
