

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.



INTHEBLACKRESOURCES.COM

# **SETTING UP YOUR BUSINESS**

Setting up your business legally can be tricky, so contact my firm if you need further assistance. Now for the fun part - naming your new company! Use the lines below to brainstorm.

MAKE IT OFFICIAL		BUSINESS NAME BRAINSTORM:
	Establish LLC, DBA or Incorporation	
	Hire an accountant or	
	Choose a software  » Honeybook  » Quickbooks  » Freshbooks  » Wave	
SECURE ONLINE ESSENTIALS		
	Purchase a domain name  Purchase a hosting account	
	Create a business email address	

# **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		HOW WILL YOU GO OVER AND ABOVE FOR YOUR CLIENTS?:
	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	HOW WILL YOU KEEP TRACK & MANAGE YOUR DAY?:
	Customize your Invoice template	
	Finalize your client agreement	
	Customize your canned email templates for use	
	Select a business system to automate client communication:	
	<ul><li>» Constant Contact</li><li>» Mail Chimp</li><li>» Kenshoo</li><li>» Hatchbuck</li></ul>	

### **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 branstorming area to help propel you or a designer in the right direction.

BRANDII	N G	WHAT DO YOU WANT YOUR BRAND TO EVOKE?:
	Brand identity	
	Business cards	
	Stationery	
	Portfolio website	
	» Squarespace	
	» Wordpress	
	» WIX	
	Branded Merchandise	
WHERE	TO LOOK FOR INSPIRATION	
	Past Experiences	
		NOW LET'S THINK ABOUT COLORS:
	Dreams and Goals	
	Current Work and Clients	
HOW TO P	ROMOTE YOUR BRAND IN PRINT	
	Flyers	
	Postcards	
	Brochures	
	Books	
		WHAT ABOUT IMAGERY & ICONS?:
	E-Books	
	Banners	

# **BRANDING & STYLE SKETCHING**

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

# MARKETING YOUR NEW BRAND

So. Your business is officially ready for launch. Let's make sure it does so with an impact! Use the checklist and brainstorming area below to discover creative ways to market your business.

WHERE	TO PROMOTE YOUR BUSINESS	HOW WILL YOUR CLIENTS HEAR ABOUT YOUR SERVICES?:
	Blog	
	Guest blog posts	
	Social media	
	O Instagram	
	O Facebook Page	
	○ Facebook Groups	
	O Twitter	
	O Google Plus	
	O LinkedIn	
	O Pinterest	
	<ul><li>Snapchat</li></ul>	
	O YouTube	WHO IS YOUR IDEAL CLIENT?:
	Local community	
	O Civic Centers	
	○ Schools	
	Networking groups (Hint: Search Facebook!)	
	O BNI: Business Network Intl.	
	O Meetup.Com	
	E ADVICE? NSULTATION ONLINE AT: etLawyer.Com/BookaConsultation	