

# Start Your Business

## Logo/Branding

- ☐ Decide on a business name
  - ☐ Create a slogan that represents you
  - ☐ Make a list of logo ideas
  - ☐ Create or design a business logo
  - ☐ Hire a professional if you need to
  - ☐ Get your logo in various file formats (jpg., png, pdf, svg)
  - ☐ Create a branding board with company colors
  - ☐ Keep all your branding consistent
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## Domain & Website

- ☐ Choose a business web domain
- ☐ Purchase your domain
- ☐ Choose a platform
- ☐ Choose a theme
- ☐ Write your content
- ☐ Choose your graphics and photos
- ☐ Create your contact or order form
- ☐ Write your site title and description
- ☐ Publish!

## Social Media Accounts

- ☐ Create your business social media accounts
  - ☐ Facebook business page
  - ☐ LinkedIn business page
  - ☐ Instagram business account
  - ☐ Google Business Profile
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## Marketing

- ☐ Verify your GBP (Google Business Profile)
- ☐ Hire an SEO specialist/ or do SEO on your own
- ☐ Get Business cards
- ☐ Purchase promotional marketing materials (i.e. pens, shirts, signs, etc)
- ☐ Run Facebook or Google Ads
- ☐ Sit back and relax! You've done a great job!

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COACHING