

The background is a solid light pink color. Overlaid on this is a faint, semi-transparent collage of various images related to business and entrepreneurship. These include a person in a business suit, a hand holding a pen, a person working at a desk, and other abstract business-related scenes. The main text is centered and reads:

Create The YOU DONT WANT TO Escape From

EVERYTHING YOU NEED TO START
YOUR BUSINESS AND MAKE IT A
SUCCESS

PREPARING TO EMBARK ON YOUR
ENTREPRENEURIAL JOURNEY?

UNSURE OF WHERE TO START?
LOOK NO FURTHER, THIS IS FOR ALL THE
BABES LOOKING TO LEVEL UP THEIR LIVES,
CAREERS, AND MENTAL. GIRL BOSS
ESSENTIALS IS YOUR ONE STOP SHOP FOR
MY BEGINNING ENTREPRENEURS.

I OFTEN FOUND MYSELF SCOURING THE
INTERNET IN SEARCH OF THE
INFORMATION NEEDED TO LEVEL UP MY
BUSINESS AND CAREER. HOWEVER, I'VE
SAVED YOU A BIT OF TIME BY PROVIDING
YOU ESSENTIAL FOUNDATIONAL STEPS IN
BUILDING YOUR BUSINESS.

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FINDING YOUR NICHE

Wanting to start your business but not sure where to start? We need to find your niche! Let's start with the basics!

What is a niche?

A business **niche** is a specialized or focused area of a larger market that serves your business specifically. **Niches** have a specific target audience so identifying a niche to serve the audience you're wanting to market to is crucial!

The best way to identify your **niche** product or service is to think about what you are truly interested in. Are you interested in selling apparel? Providing a beauty service? Selling beauty products?

Don't rush when it comes to choosing your **niche**. This is **VITAL** for the success of your business.

DEVELOP A NICHE MARKETING STRATEGY

1. IDENTIFY COMPETITION

The first step in narrowing down your niche is to scope out your competition. What will your company offer that beats out your competition? How will it make your brand stand out?

Maybe you've developed a foundation that absorbs oils on the skin throughout the day, or maybe you've developed a monthly package to aid college students in keeping up with beauty maintenance.

Whatever it is, make it yours.

2. NARROW DOWN NICHE MARKET

When narrowing down your niche market, It Is better to focus on a smaller audience versus a larger audience. Though It might seem like more value for your business and brand might come from a larger audience, the truth Is you'd rather have a smaller group of customers who praise your company versus a large group who views your Item/service as replaceable.

Finding loyal customers by narrowing down your niche Is well worth the wait. These customers will continuously choose your business and brand over potential competitors.

3. GO WHERE BUYERS ARE

Assess and know the platforms of where majority of your buys will spend their time. If you're getting consistent traffic and sales from promotions on Instagram, focusing on SMS marketing as your primary marketing technique won't make much sense. You can go even deeper into the process by fully assessing where your potential customer shops or books appointments, what influences them to purchase or book, and how you can win them over as a customer.

4. LISTEN TO BUYERS

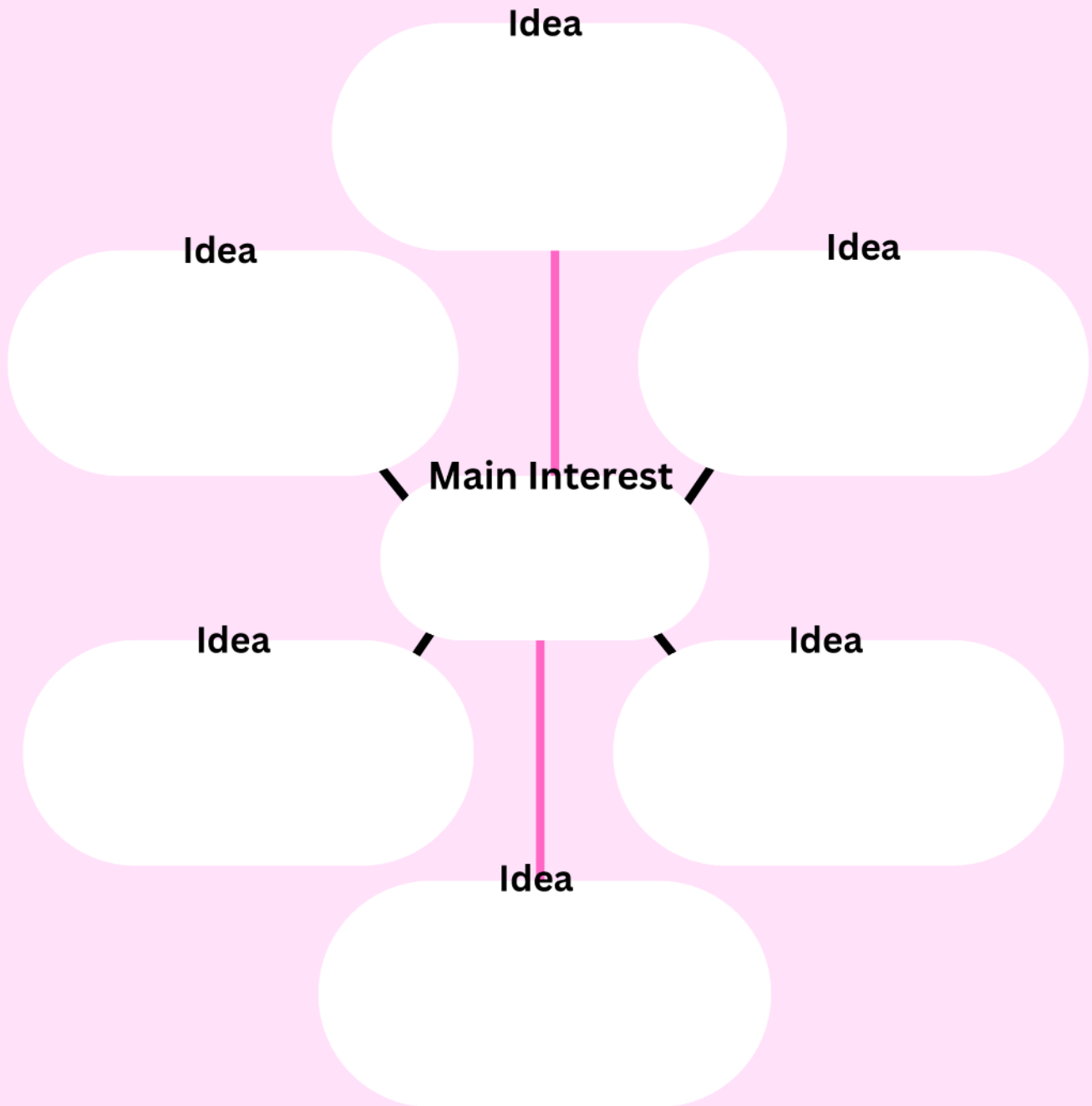
Customers and clients have problems that require solutions. These problems can vary across what you're selling or the service being provided. Maybe one customer's problem is that they need their nails done every 2 weeks on a consistent basis. That's where my nail techs come in! Or maybe a customer is looking for a heatless way to curl their hair at night, that's where my haircare sellers come in! If you listen to people's thoughts about a product or service, you can find opportunities to fill in gaps.

The TIK TOK comment section is GREAT for this.

5. CREATE A UNIQUE BRAND

Define your unique selling point! We often hear markets being considered "oversaturated," but if you continue to offer a solution to customer's problems, you'll always see success! A well-developed brand will help you configure a niche marketing strategy that is unique to your business and attracts your ideal customer!

NICHE MIND MAP



Use this mind map to get Ideas flowing about your potential niche! List a broad category that you find Interest In and create 6 subcategories that fall under the umbrella of your main Idea.

NICHE

My biggest passion Is....

My top 3 business Ideas related to my passion

5 Ideas related to my top 3 business Interests...

What problem am I solving for my potential customer?

Congratulations! You've chosen your niche...hopefully! If not, don't fret and don't rush! Think of your business as your most prized possession. When building your business from the ground up, you want to pay close attention to each and every detail. Your business should be encompassed around ideas that you are truly passionate about. Don't pick a business endeavour based on what's popular or what's new. Base it on your natural interests. It's okay to experiment if need be to figure out your true interest. Though you could recover, you don't want to fund a venture that you'll soon regret and have to rebrand and restart. Building a business is a slow and steady process and should be handled with care.



*your dreams are
your reality*



ESTABLISH YOUR BRAND

1. *Start with your Brand Name*

What is a Brand Name?

A **brand name** is a form of a signature that identifies a specific company, product or service, and sets it apart from businesses created by others. Two main purposes in having a **brand name** is to identify your business and separate it from competitors, and to verify that a product or service is genuine and desired. When identifying your **brand name**, you want something that is meaningful, distinctive, accessible, protectable, visual, and most importantly future proof. When creating your brand name think about your purpose, vision, mission, and values that you want your brand to represent.

NAMING YOUR BUSINESS

Purpose

Names derived from the clear description of what your business offers

Descriptive

What words encompass your most important offering?

Vision

Words that describe your ideal business

Origin

The origin of your business

BRANDING & NAMING

What does your brand give to other people?

Which three words do you want people to associate with your brand?

What is your brand about?

Who is your ideal customer?

What mood will your brand convey?



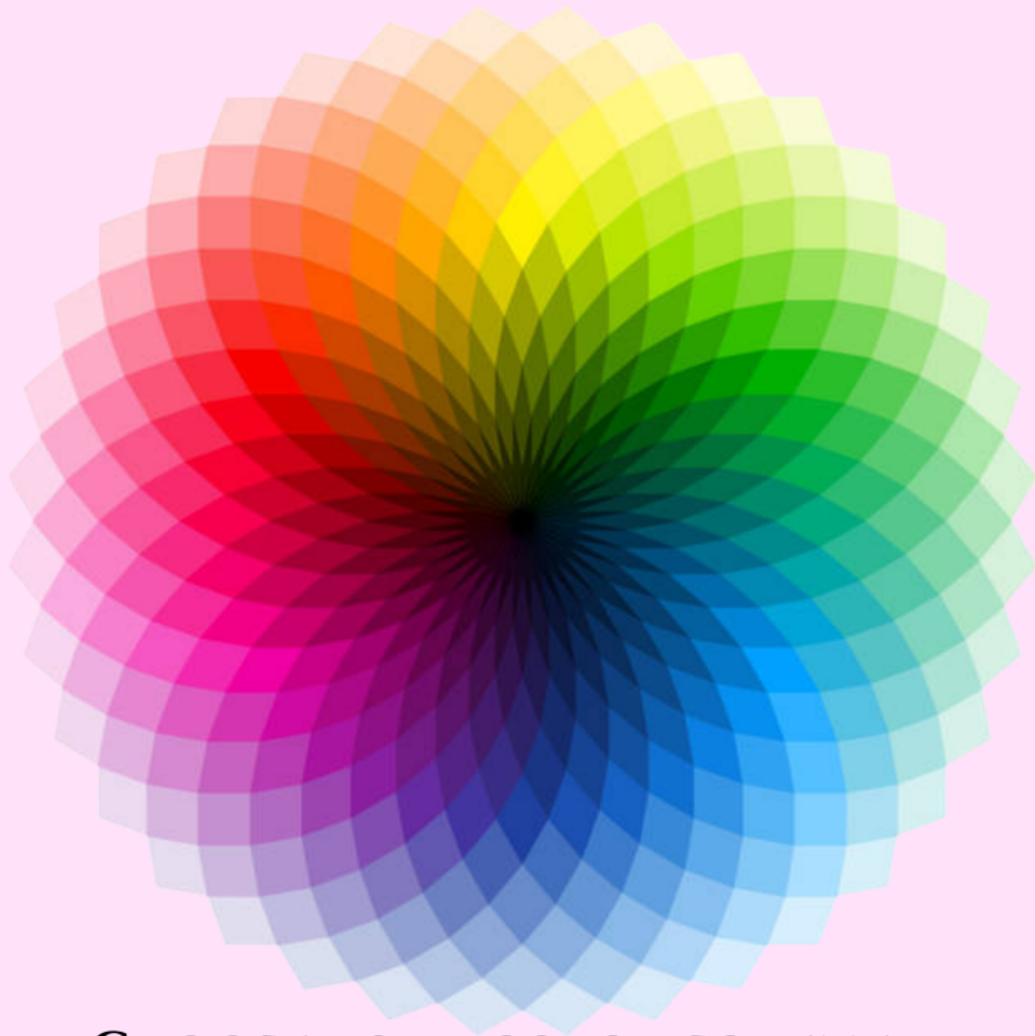
It can be you too



BELIEVE IN YOUR DREAMS



2.. CHOOSE YOUR VISUALS



CHOOSE YOUR COLOR SCHEME

*What color palette do you want to
associate your business brand with?
Will it be your favorite color?
Pastels? It's whatever best fits
YOUR brand.*

1. Know how many colors to have in your brand color scheme

Research shows that customers make a subconscious judgment about a product within 90 seconds of viewing, with 90% of their assessment being based on color alone. Choosing the correct colors can increase brand recognition and memorability by 80%. Highly effective color palettes contain three elements.



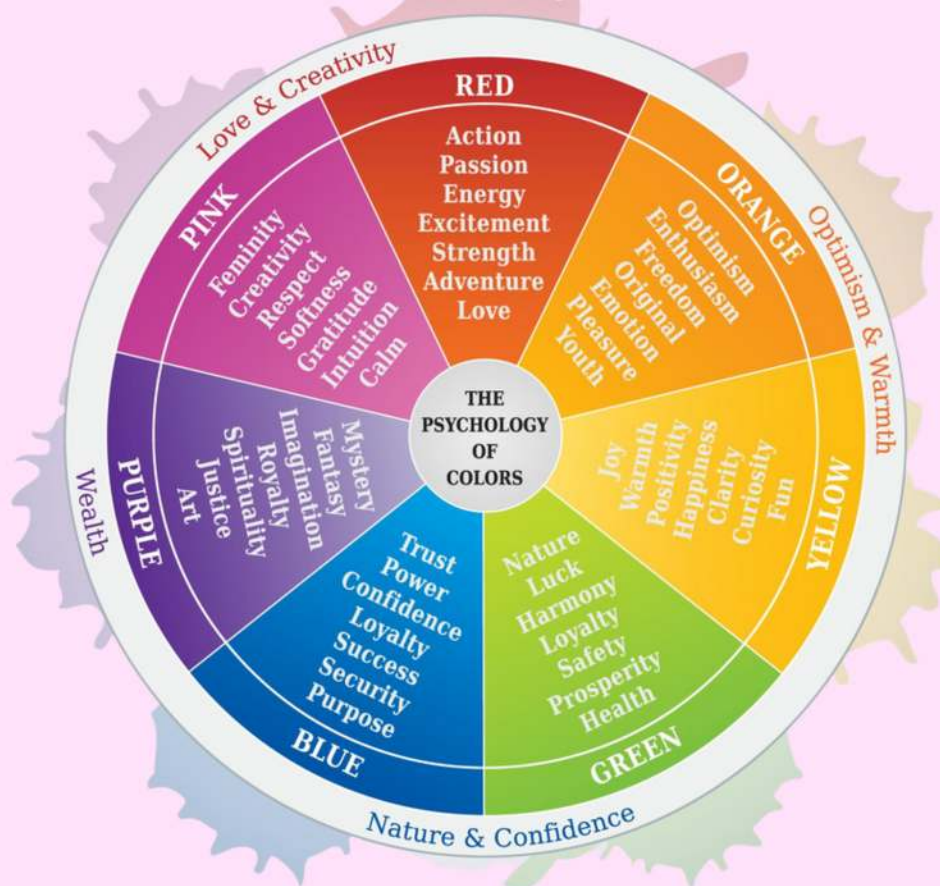
Base Color: This is the most dominant color of your brand. It should reflect your most important brand personality.

Accent Color: This is your second most important brand. This must pair well with your base color and convey a trait of your brand.

Neutral Color: This color ties your color palette together, whites, beige, or grays are perfect for this.

2. The Link Between Brand Personality and Color Palettes

According to insights published in the Journal of Consumer Research people prefer brands that will fit well into their lives, as brands become part of people's identities. You need to be in touch and aware of what your brand and personality conveys to your consumers. The psychology of the color wheel can aid in helping you choose your brand color palette.



Most importantly remember your color codes!

Soft Turquoise
P460-3

Niagra Mist
P480-1

Celeb City
M570-5

Notorious
M570-6

YOUR MIND CONTROLS ALL

IN
COLOR
BALANCE



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3. CREATE YOUR LOGO

Your logo is the visual foundation to your brand identity. It evokes a sense of connection between brand and consumers. Your logo is what draws in your potential customer. Your logo must be memorable and straight forward to communicate your brand and what's offered to your potential client. Make sure your shape and color or your logo stands out from potential competitors.



BRANDING A LOGO

Sketch a potential logo for your brand In the circle. This does not have to be your final logo, but a brainstorming activity!



WILL YOU USE GRAPHICS?

Will you add any additional pieces of graphic art to your logo? If so, add them below. I've added a few examples



Logo Examples



Congrats! You've completed your brand identity and logo! Make sure you absolutely love what your brand represent, the smallest details matter so don't rush. However, you can also always re-brand. Create a business that can evolve and grow with you!



SOCIAL MEDIA MARKETING

What is social media marketing?

Social Media Marketing *Is the use of social media platforms and websites to promote your products or services offered. Social media can be a great asset when wanting to drive traffic to your website/ and or store.*

Social media marketing *can expose your brand to a larger variety of people almost Instantly compared to other marketing methods. In a society where social media reigns, your business has the potential to grow quickly. You can meet potential customers where they're already at and engage with them through story posting, feed posts, reels, and much more!*

APPS YOU NEED TO BE ON

When it comes to social media apps, we have quite a few options to choose from. Twitter, Instagram, Facebook, Youtube, Tik Tok, Pinterest, and more. Though establishing a presence on all of these apps would be ideal, it can be overwhelming to manage without a team. Down below I have listed my top social media apps for business marketing



TIK TOK

Tik Tok seemingly blew up overnight amidst the COVID-19 pandemic. With millions of people bored in the house, they were left no choice but to get creative. Tik Tok has allowed small business owners to build personal relationships with viewers and consumers. Tik Tok also allows for the creation of niche communities which makes it easier for you to reach your desired audience.

INSTAGRAM



Instagram is an OG platform for video and photo sharing. With Tik Tok on the rise, Instagram has stepped up their game when it comes to sharing. Instagram helps create organic relationships with customers/clients, has a great professional dashboard for breaking down analytics, and grants access to partnering with influencers. Instagram also allows you to make money from posted content and sell items in your own shop which can double or even triple your income!

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FACEBOOK

Facebook can aid in bringing your brand awareness as well as attracting a variety of ages when it comes to attracting potential clients. Facebook has over 2.9 billion monthly users so the platform is huge meaning there's a wide opportunity for attracting potential clients. You can also add appointment availability on Facebook, business hours, and a website link!

PINTEREST

Last but NOT least we have Pinterest. Pinterest is a social media app that most don't talk about.

However, the benefits from driving traffic to your store via Pinterest can be out of this world. You can share posts on Pinterest in which you can link the direct website link to product posts. There's also a video sharing feature on Pinterest that allows you to share content videos on how items are made, services are performed and much more. Pinterest also has a creator fund which allows consistent creators to receive pay from posting.



CHOOSING THE RIGHT SOCIAL MEDIA HANDLE

A name for a business owner is absolutely everything. It is the first introduction to your brand for potential clients and customers, meaning it should be obvious what you do and what you have to offer. Social media handles are equally as important, as they distinguish your brand from the many others also on a social media platform!

When choosing your social media handle, you'll want to keep it short and simple but also memorable. Your social media handles need to be as identical as possible to your business name. This provides consistency in your online presence.

Make your handles unique to your business. You can add underscores, geographic abbreviations such as city names or state abbreviations but remember to not stray too far from your business name.

Last thing, keep your social media handles consistent across social media platforms. If your handle on Instagram is "ciciscupcakes" make sure that is the @ name for all other social media profiles or closely similar. This eliminates confusion and keeps your brand consistent across platforms.



There is no limit to my success





I am living my dream

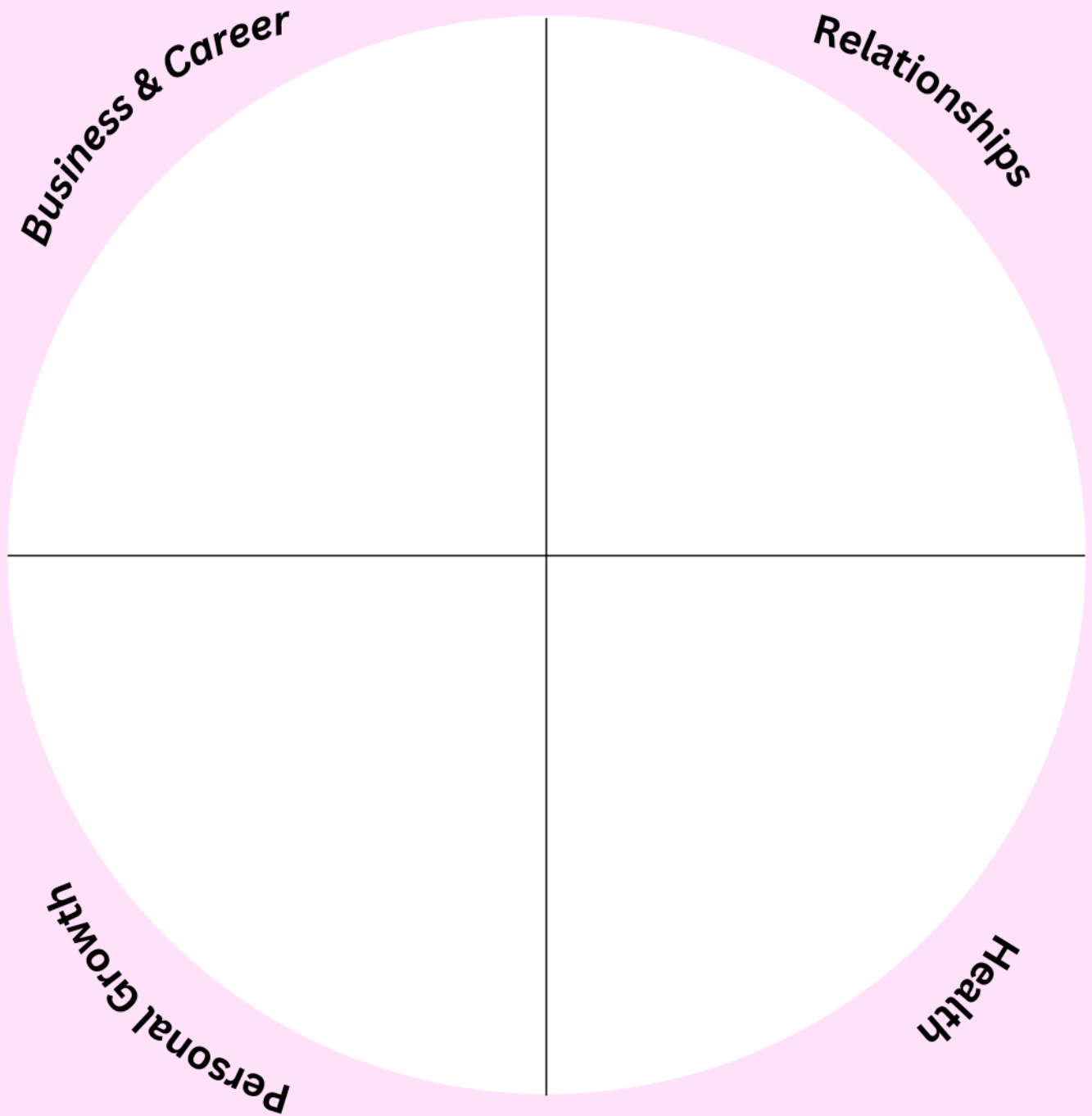


GOAL PLANNING

What is goal planning?

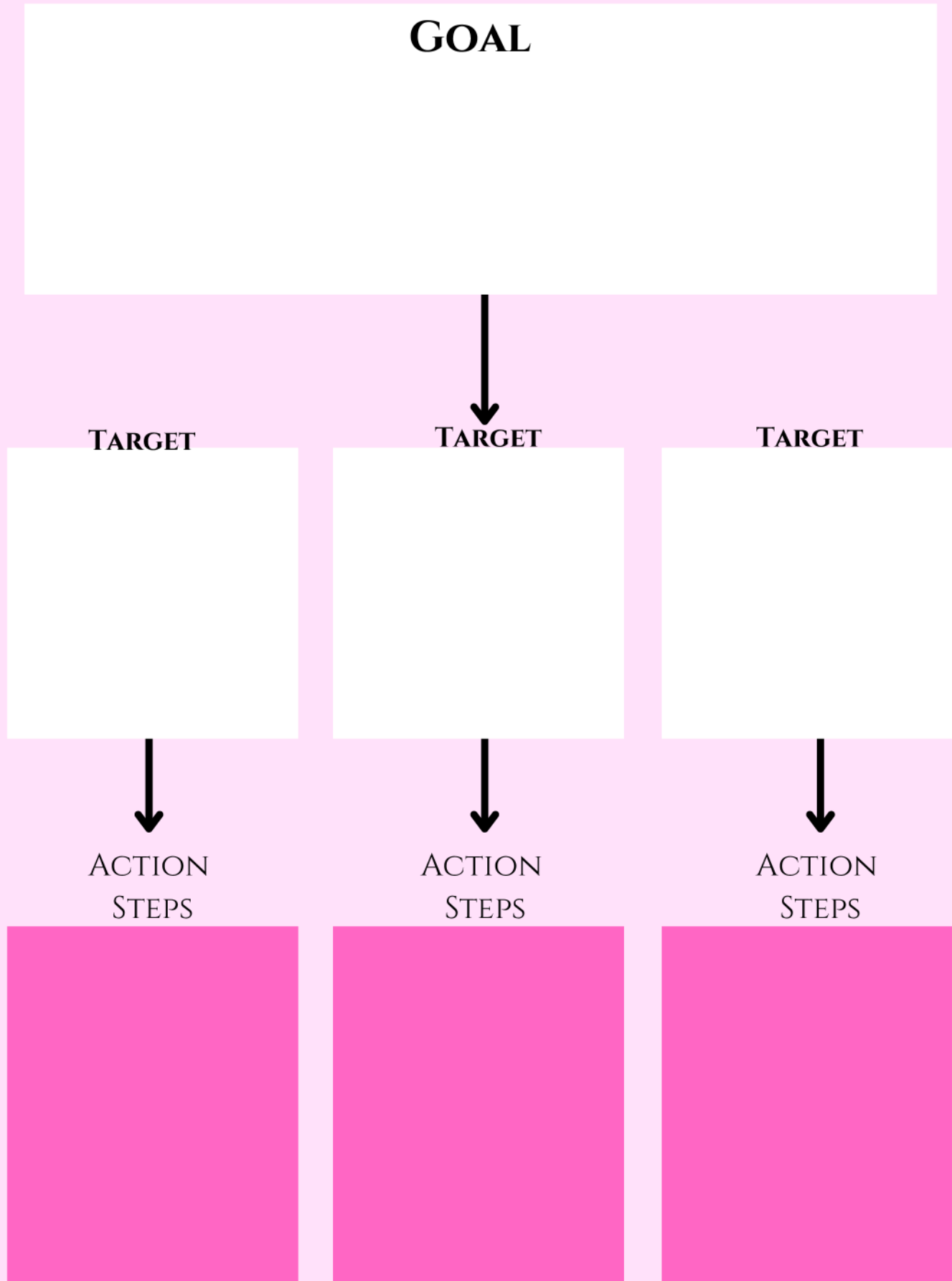
Goal planning or setting can be described as an action plan designed to motivate and guide a person or group towards a goal. When you set a goal, it is extremely intentional. Goal planning or setting is best done in increments. There are **short-term goals** which can range from months to a year and **long-term goals** which range from a year to years. Plan your goals to fit what you can accomplish in a timely manner. Don't overwhelm yourself with too many goals, slow and steady wins the prize!

GOALS 4 LIFE



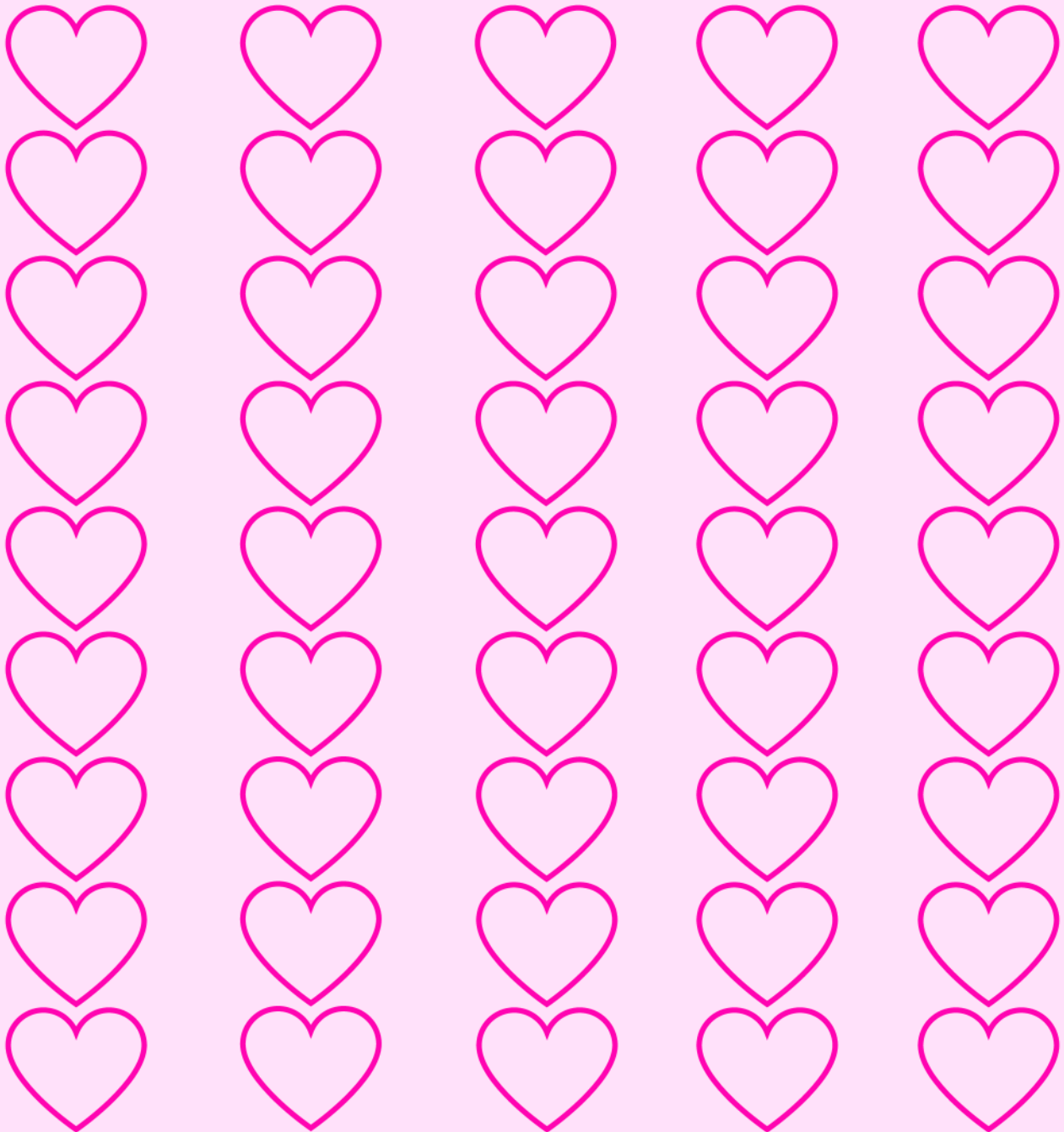
Write your goals In each corresponding sector

GOAL PLANNING



\$500 IN 50 DAYS

Each heart represents \$10. Once you have saved \$10, fill in a heart. Once all of the hearts are filled you'll have \$500 saved towards your business goal.



MONTHLY INCOME GOAL

My Monthly Income Goal

\$

***If I want to make \$_____ this month
I need to sell _____ products a day***

Which Is \$_____ a day

Which Is \$_____ a week

THE ACTIONS IM TAKING TO REACH THIS GOAL

Congrats on completing your first steps In your small business journey! Remember you are meant to have everything you desire! I wish you the best on your entrepreneurial journey.