

Design Mastermind
ROCK YOUR WEBSITE

5 STEPS TO BRAND SUCCESS

- THE COMPLETE WORKBOOK -

Specifically created for entrepreneurs who are ready to work with a professional designer or copywriter:

- Dive into your audience's needs & personality
- Clarify your unique strengths & visual style
- Communicate your story & intentions to your designer
- Create a plan for extending your influence online

-- WHY YOU NEED THIS WORKBOOK --

As a designer, my main goal when I begin working with a new client is to **get a clear understanding of their business** - their audience, their goals, everything. Many times, when I attempt to dive into this conversation during our project kickoff call, my clients get tongue-tied.

For many of them, especially the ones who are just starting out, they've never given these questions a second thought.

This is your opportunity to research your audience, clarify your business goals, and think about how you will be moving forward with your marketing. *It's essentially your whole business plan, at a glance.*

You need this. Your designer needs this. Your copywriter needs this. Your marketing specialist needs this. You get the picture.

Whether you're working with Design Mastermind or decide to outsource elsewhere, this workbook is all you need to lay the foundation for a successful working relationship.

-- HOW TO USE THIS WORKBOOK --

Use each section's fillable field to brainstorm on the questions listed.

Copy and paste relevant website links, and please use Pinterest to collect any "inspiration images" (don't forget to share the URLs!)

Please use Adobe Acrobat Reader to fill out this workbook and save your progress. Share your progress by sending team members a Google Drive or Dropbox link.

Worried about how long this workbook might take to complete? Don't overthink it. Believe me - it's going to be worth it! Remember - you just need to fill this workbook out once, and you'll be able to use it forever.

-- STEP #1 --

Get to Know Your Audience

Main goal: Collect data to give your business some context

The first step to building a relationship with your creative team (designer, copywriter, VA, etc.) is to define who you'll be serving with your business.

It's your designer's job to create materials that represent you AND appeal to your target audience. Without clear understanding on both sides, your investment will end up going to waste (and this happens way too often).

Your Mission

- What is the overall mission of your business?
- What difference do you want to make in your clients' lives, or the world at large?

Your Audience

- Describe your ideal market (or "niche"). If it helps, you can describe an imaginary person.
- Consider the following: age range, gender, language(s) spoken, location / region, education, interests, special conditions (i.e. has children, has a house, lives in warm climates).

Your Clients' Pain Points

- What is your target market doing NOW that they wouldn't be doing if they had your product / service?
- What problem are you solving for your market?

Your Clients' Goals

- What are 3 main goals your ideal client might have for themselves?
- What are some characteristics of a totally satisfied client / customer? If it helps, write a testimonial from the point of view of a satisfied client, who is happy to have made the investment.

Your Own Goals

- What would you like to achieve for your business in the next year?
- How about the next 5 years?
- Can you imagine as far as 10 years? What would you most like to be doing then?

Your Industry Giants

- Name 3 pioneers in your industry, and list their website URLs.
- Are they still active? If so, how are they continuing to set themselves apart and keep their business at the forefront?

Your Competitors

- What does your “competitor landscape” look like?
- Is there a lot of competition in your chosen niche?
- List at least 10 competitor websites for comparison.

Your Offerings

- What are the products and/or services which you’ll be selling?
- Don’t worry if you’re still figuring out the details, just outline where you’re at now.
- You can also use this space to brainstorm ideas for products or services you’d like to offer in the future.

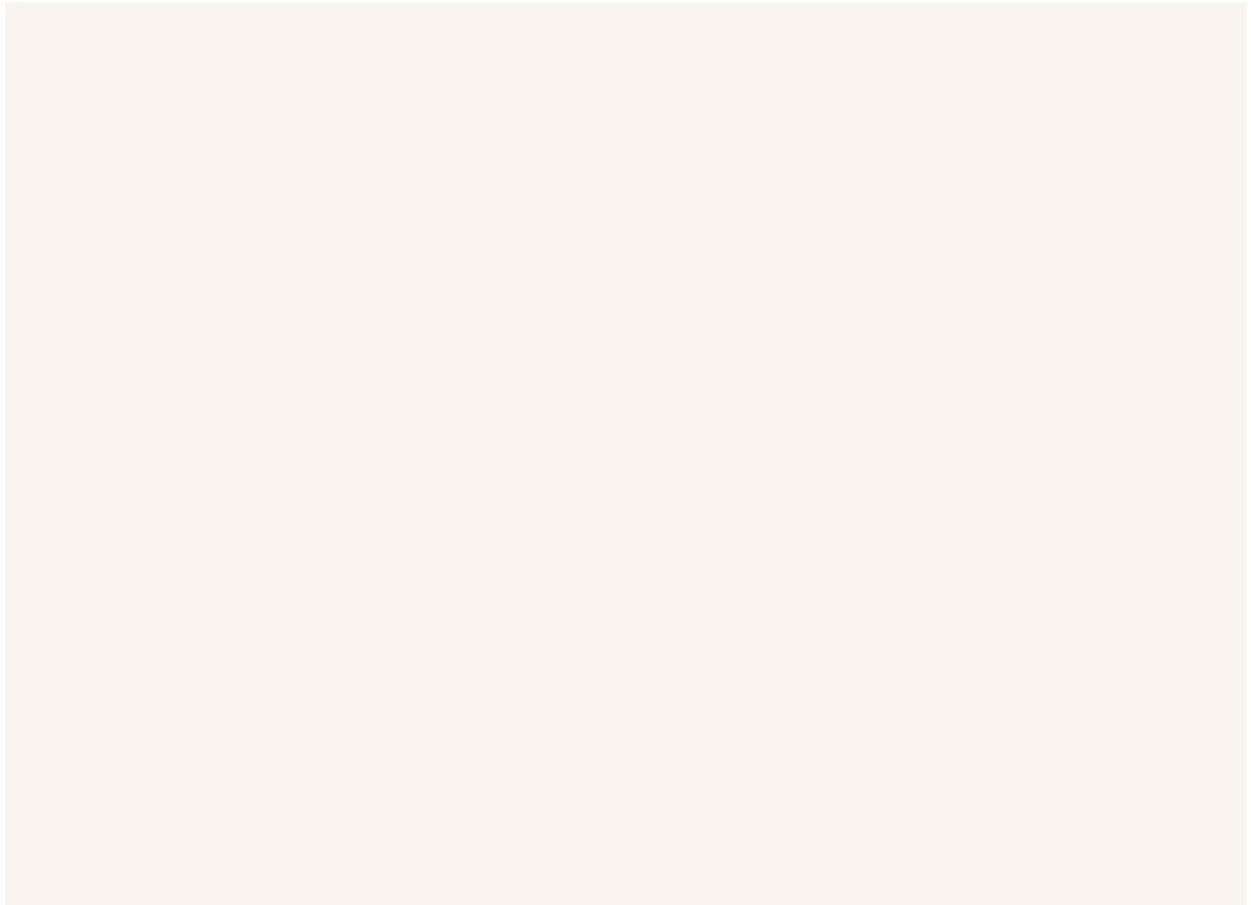
-- STEP #2 --

Build your Brand Foundation

Main goal: Establish where you're at and what's important to you

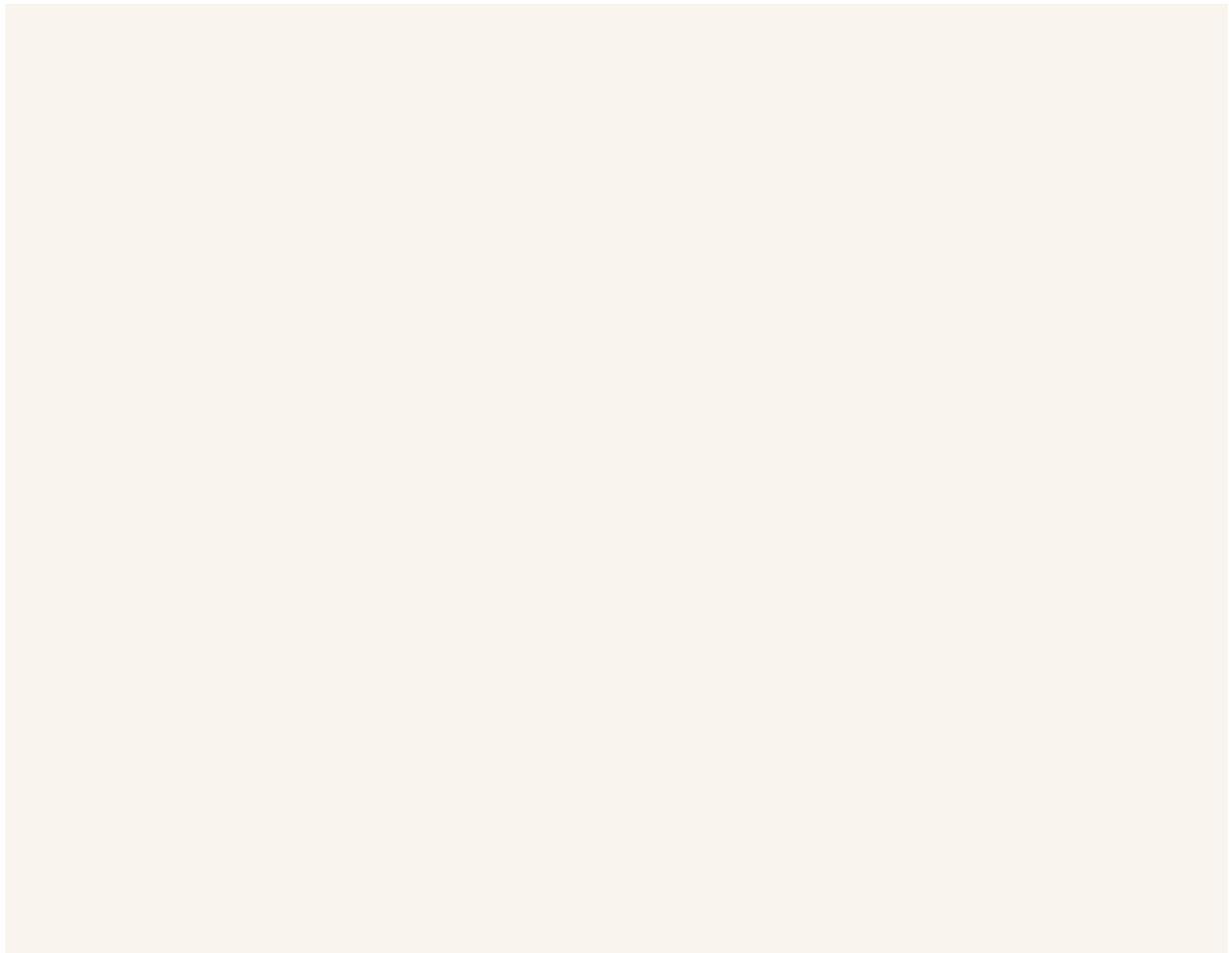
Where you Stand

- If you're not just starting out, please share a bit about what you've accomplished with your business so far. You can even share your past year's earnings if you feel comfortable sharing that info.
- Please share your current business data (if applicable): Site visits, features or interviews, social media activity, target market interviews or focus groups (don't forget to share the results too!)



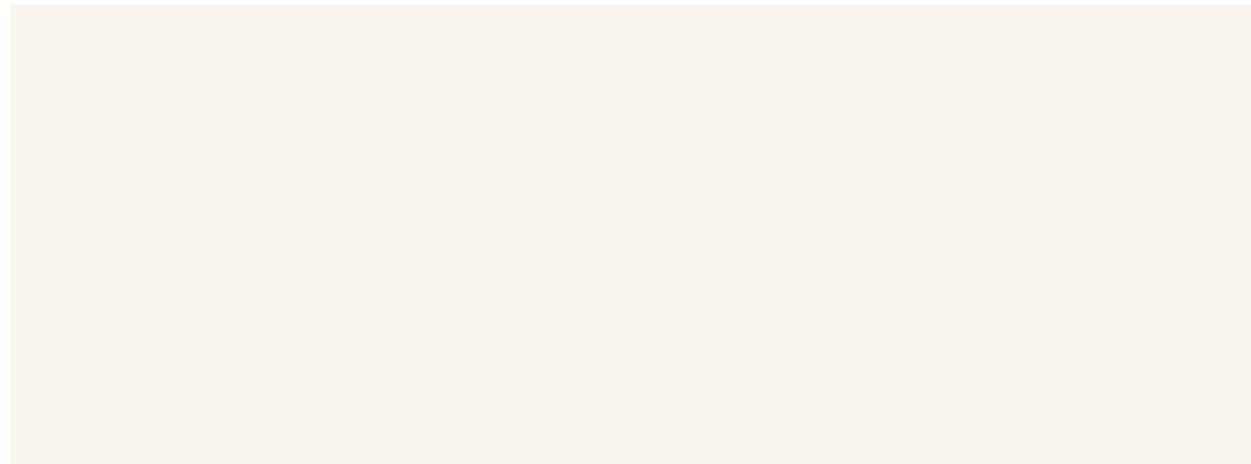
Your Story

- How would a close friend describe your personality?
- What's one interesting thing about where you come from?
- What got you started in your industry?
- What do you love the most about your industry?
- When you're not working, what do you love to do?
- What are some of your quirky interests?
- How will you personally relate to your clients? How does YOUR story match up with your ideal clients' story?



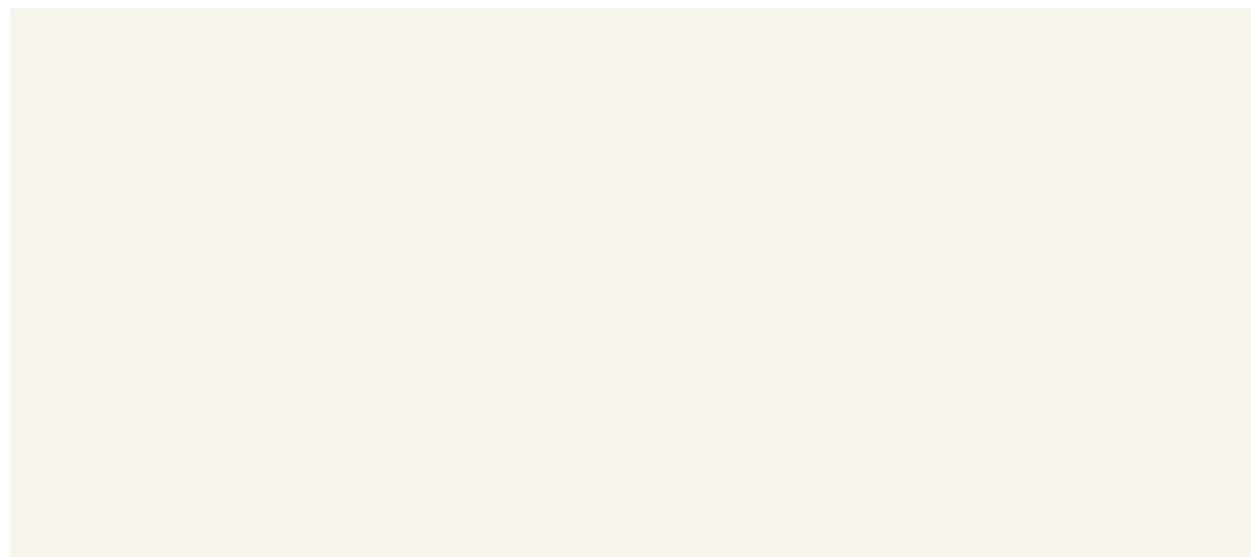
Your Business's Story

- Were there any significant turning points or AH HA! moments while you were building your business?
- How did you decide to work with your specific niche?
- What is your work process? How do you vet new clients?



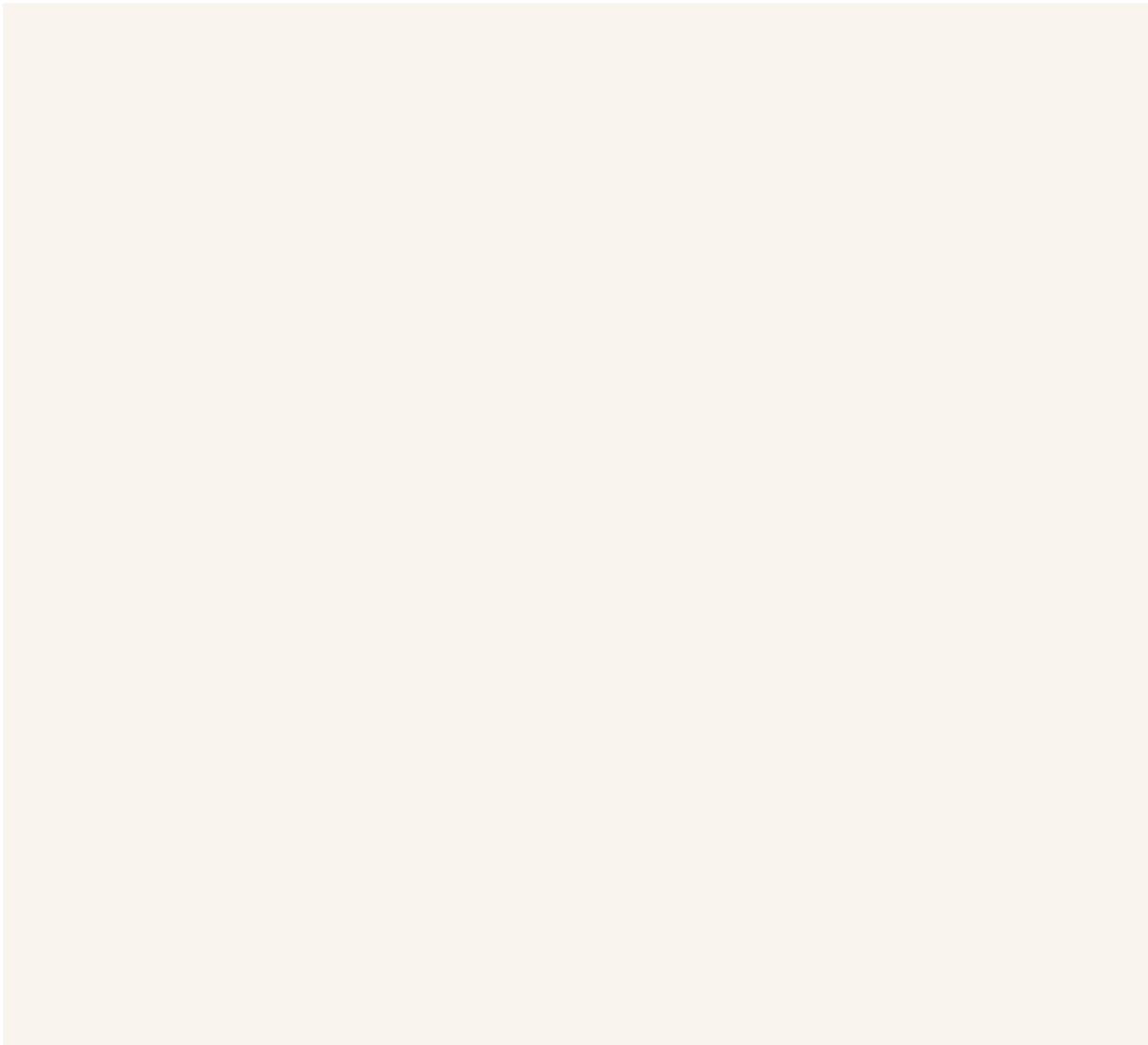
Threats & Opportunities

- What are some BIG opportunities you'll be seeking out in the next year?
- What (or whom) is currently the biggest threat to your success?



Strengths & Weaknesses

- What are 3 of your greatest strengths? This can include personal habits you're proud of, business-related strengths, or strengths related to your unique selling point (we'll be diving more into that soon).
- What are 3 things you'd like to see improved in your business or personal life? These could be productivity weaknesses, work / life balance issues, or weaknesses specifically related to the running of your business (i.e. not a good visual designer, can't write marketing copy, etc.)



-- STEP #3 --

Position your Brand to Stand Out

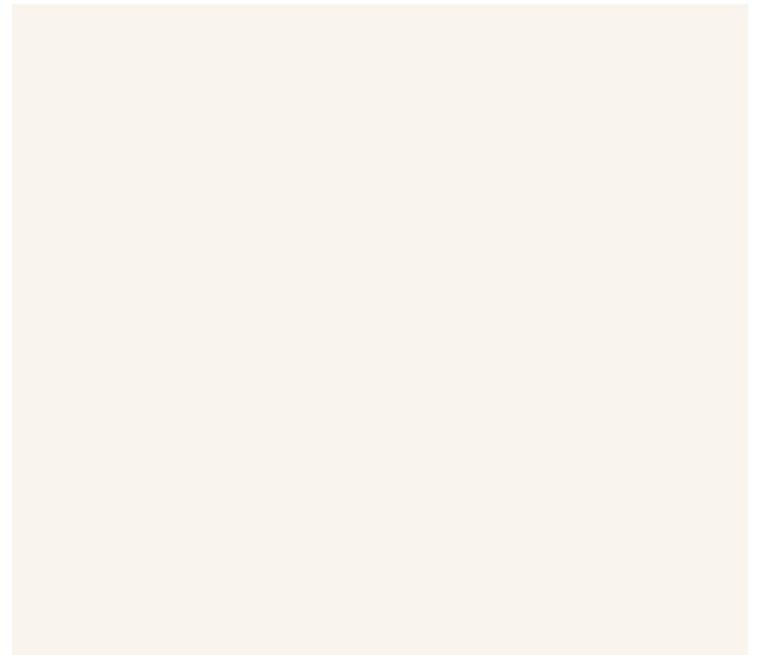
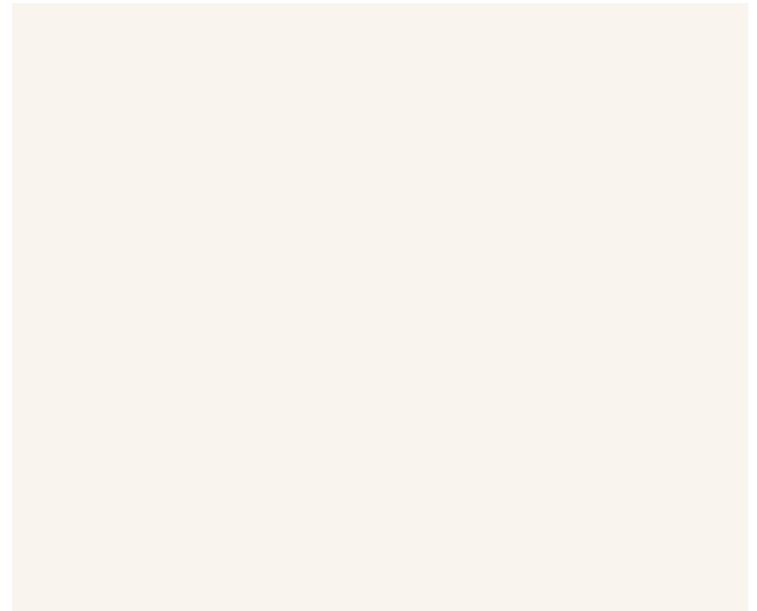
Main goal: Get a firm understanding of your uniqueness and value

Your Positioning

- What makes you an expert in your field? What are your qualifications?
- Who are you to your market / niche? What do you represent? What role will you assume in their lives?
- Why is it important that you assume that role?

Your Unique Selling Points

- What do you see differentiating your business from similar businesses in your industry?
- What advantages do you have over competitors?
- What qualities or characteristics make you and your offering so memorable and unique?



-- STEP #4 --

Create your Brand's Core Identity

Main goal: Establish your business's identity so that your creative team can make strong visual assets and well-targeted content

Your Business Basics

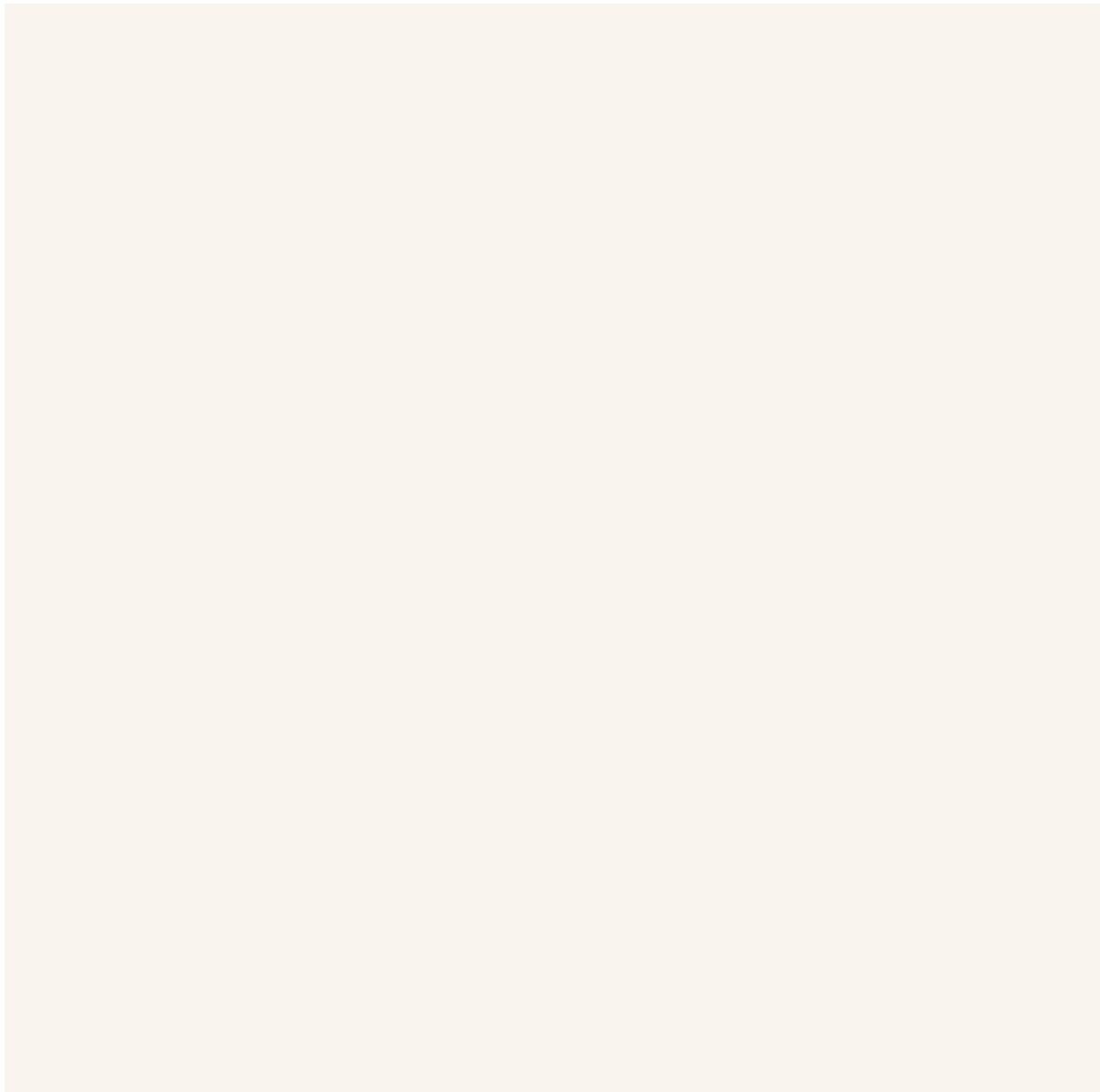
- What is the name of your business? Do you have a tagline? Use this space to brainstorm.
- What are 5 words you'd like people to associate with you?
- Do you have a website URL? If not, you may use this space to brainstorm domain names.

Your Brand Experience

- How would you describe the voice / tone that you will take with the content you write? Snarky? Light-hearted with lots of jokes? Straightforward and informational? Gentle and relaxing? Educated & academic?
- What 'vibe' do you want to project with the photos and images used on your website?

Your Inspiration

- Which brands or websites are you most inspired by, outside of your field? These websites should represent the overall style you'd like for your own business.
- What colors are you drawn towards, that you feel might resonate with your audience? You can use this space for brainstorming, or link to a relevant Pinterest board.



-- STEP #5 --

Extend your Influence

Main goal: Determine exactly how you'll show up in the world

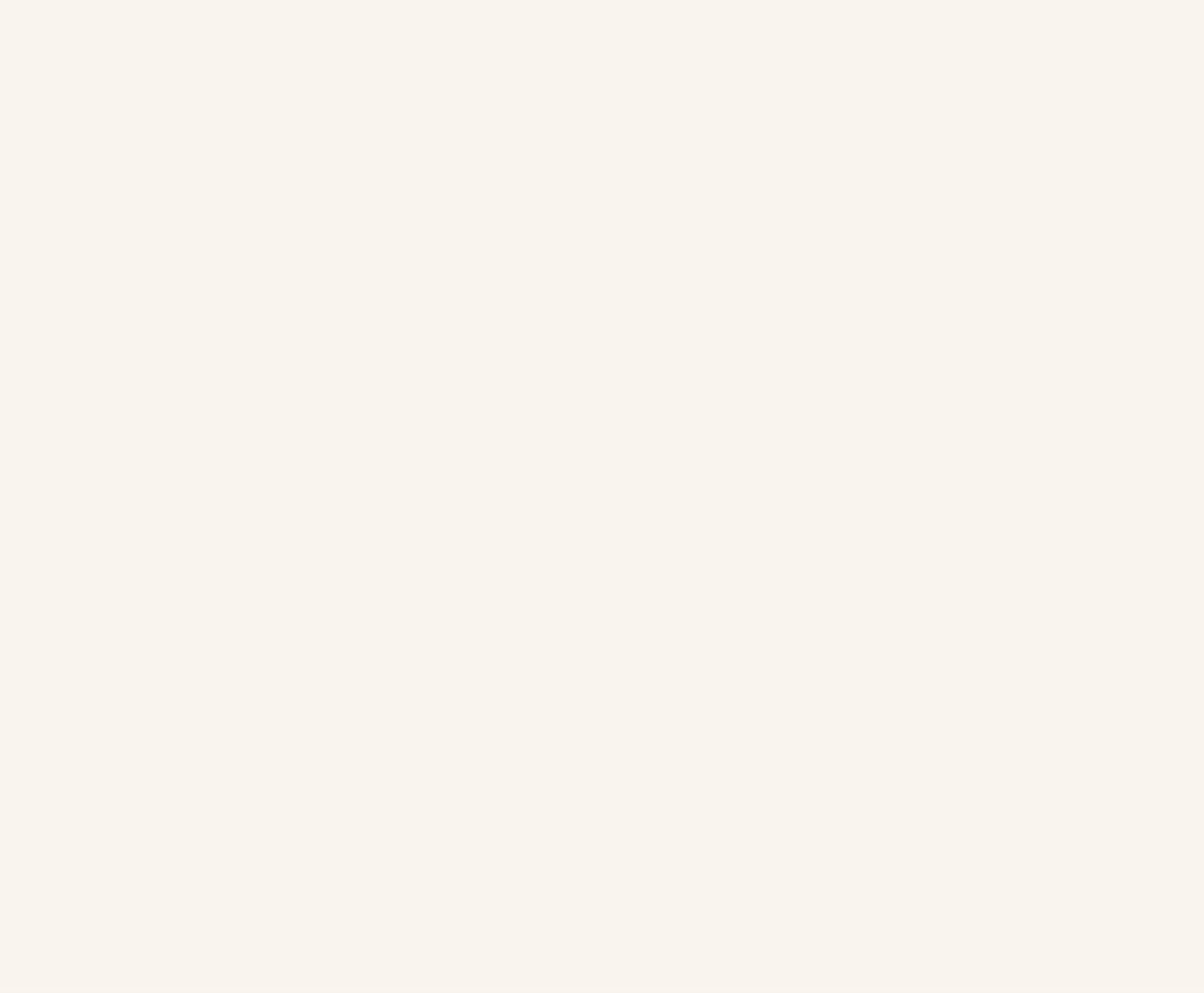
Your Website

- How do you plan to use your website to engage with your audience?
- Will you offer to clients or paid customers (i.e. membership area)?
- What will you offer to new visitors (i.e. freebie)?
- Will you be updating a blog or video library? How often?

Your Email List

- How do you plan to use email to engage with your audience?
- How would people find their way to your email list to begin with?

Your Social Media

- How do you plan to use social media to engage with your audience?
 - Which social media platforms do you most enjoy using currently?
 - Are there any social media platforms that you'd LIKE to learn, but haven't gotten into just yet?
 - Are there any social media platforms that you WISH you liked using, but really just don't?
 - Are there any other forms of media, such as videos or apps, that you'd like to use to engage with your audience?
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Your Offline Influence

- How will you promote word-of-mouth referrals? Will you give incentives for work-of-mouth referrals? If so, what are those incentives?
- How do you feel about attending events and networking functions? Do you have any meetup opportunities in your area that you can start with?
- Do you have anxieties around in-person selling / networking?
- What sort of speaking opportunities might you seek out, once you've established yourself?

Your Collateral

- Are there any physical objects, such as vehicles, signs, stationary, packaging, etc. that you'll be using in your business, or is your business 100% digital? This doesn't include business cards - everyone needs those.

Your Team

- Will you plan on handling your business' marketing and PR yourself, or will you hire a team?
- Which roles are you looking to fill? What would your ideal team look like?
- What sort of working environment do you want to create for employees and/or subcontractors? Do you have any concerns?
- How will you establish expectations and communicate with your team?

Your Manifesto

- Please write a 1-2 paragraph manifesto to share with your team that will help everyone understand on your core mission and values:

It's time to go from **website shame** **to website fame!**



**Leave your website shame
in the dust and upgrade
your web presence with a
*designer you can trust!***

You don't just want a website, you want a trusted advisor who can learn your style, work some magic, and turn your vision into reality. My passion is creating professional, eye-catching websites and sales pages that perfectly reflect each of my clients' unique personalities.

So what do you say? Ready to dive in?

BOOK OUR MEET & GREET CALL HERE!



“**Laura was awesome** to work with and although everything she did for me was included, I felt like **she over-delivered.**”

- Aprille Reed



“**All I can say is WOW!** Laura brought my vision to life and as a result my confidence and sales have exploded.”

- Christina Jandali



Laura's design aesthetic is **exceptional** and her customer service is **unbeatable**. I could not be happier with the result!”

- Luisa Zhou



I have **no hesitation** in recommending Laura – in fact I have to many people!”

- Jessica Nazarali

