

My 2019

BUSINESS
- launch plan -



Paper Scraps
BIG HEARTS MAKING BIG BRANDS

BRAND identity

1. What problem do my products/services solve?

2. How does my business make the world a better place?

3. What's the main reason people will want to buy from me and not someone else?

4. Who are my customers? *Create a persona:*

Name: _____

Age: _____

Occupation: _____

Income: _____

Marital status: _____

Kids?: _____

Location: _____

Biggest problem: _____

Biggest fear: _____

Greatest wish: _____

Values: _____

5. What will my business look like? Choose one feeling, one aesthetic, and two colors!

Feelings:

Safe

Homey

Intense

Rough

Sexy

or choose your own!

Aesthetics:

Esoteric

Traditional

Modern

Grunge

Artistic

or choose your own!

Colors:

Forest green

Deep sea blue

Maroon

Royal purple

Ruby red

or choose your own!

BRAND *identity*

6. What will my logo look like? Sketch some ideas! Try out different shapes and sizes.



7. Choose the brand identity elements that you want to get done in the next 2 months.

Choose one:

- Website
- eBook
- Workshop

Choose two:

- Logo design
- Email opt in
- Flyer/Poster

Choose three:

- Facebook page
- Instagram profile
- twitter profile
- Linkedin profile
- Business cards



I will get this done by:

- _____
- _____
- _____
- _____
- _____
- _____

MARKETING *strategy*

1. What is the purpose for this marketing strategy?

2. What are my objectives for this marketing plan? Choose one, add measurable values.

More site visitors: _____

%+ growth in sales: _____

More leads: _____

More likes: _____

More followers: _____

Write your own!: _____

3. What's the time period for this campaign?

2 weeks 1 month 3 months other: _____

4. What tools will I use to execute my plan? Choose up to 3.

Online:

- Google ad words
- Social Media ads
- SEO optimization
- Blog/Articles
- Videos
- Newsletter
- Other: _____

Physical:

- Flyers
- Putting on Events
- Billboards
- In person networking
- Public speaking
- Phone calls
- Other: _____

5. What type of content do I need to create for the 3 tools I chose?

Tool 1:

Tool 2:

Tool 3:

MARKETING *strategy*

6. Write out your campaign flow. Fill this page up with doodles and ideas!

Step 1



Step 2



Step 3



End Result



BACKEND *systems*

QUESTIONS

- | | |
|---|--------|
| 1. Do people need to talk to me in order to buy a good or service? | Yes/No |
| 2. Do I need to set up a billing service so that I can accept credit cards? | Yes/No |
| 3. Does my business require sorting through a large amount of email? | Yes/No |
| 4. Do I need to post a lot of content on social media? | Yes/No |
| 5. Do I need to create a lot of articles/videos/original content? | Yes/No |
| 6. Do I need to work with other freelancers/employees regularly | Yes/No |

ANSWERS

Consider these tools if you answered YES to the questions above

1. Try calendly.com this app helps you schedule calls and meetings automatically
2. PayPal and square have credit card readers and online invoicing features.
3. Gmail has custom filters that you can apply to your inbox so that you only see the important stuff. Look up gmail filters to find out more.
4. If you create a facebook page you can create and schedule posts in advance.
5. Take a look at your calendar and see where you can block out a solid 2-3 hours a week to create content.
6. Try out any of the free or very affordable project management systems like monday.com, to-doist, or asana.