

Set up your brand Checklist

Steps to take to get your dream branding and website,
and attract clients you will love.



Prayana Design

Congratulations

on taking the first steps to start or rebrand your business!

It is an exciting yet overwhelming process! Rest assured,
we are here to support you in any way we can to achieve your goals,
whether it is financial freedom, independency, doing what you love,
making a difference in the world, and so on!
We are so thrilled for you and anyone you will inspire on your journey.

We need more people like you!

I created this check-list to help you organise and create a clear overview of steps to take and things to consider. It is true what they say; that **preparation is half the work and good prepping can save you time and money.** Whether you are going to DIY the set-up of your business or would like to outsource most of it so you can focus what you are really good at, we are here to help you with anything we can to make it a stress free and enjoyable process for you.

Let this check list guide your way and help you get into action mode. Every time you cross an item from the list you are one step closer to working with your dream clients. How satisfying!

If you need help to take a big chunk of load from your shoulders, or have any questions, you know where to find me!

Much love,



Jessica

& the Prayana team

1

Mission & Vision

- ☐ What is your personal vision and mission for life?
- ☐ What is the mission of your brand/business?
- ☐ What do you want to achieve in the next 5 years?
- ☐ How are you going to change peoples lives?
- ☐ What has meaning for you? Objects, colours, animals, qualities, values etc.
- ☐ What budget do you have available to invest in your business?
- ☐ Do you want to hire help or get a coach to help you set up your business?

2

Your Brand & Business

- ☐ What products or services do you offer?
- ☐ What is your business name?
- ☐ What is your slogan/tagline?
- ☐ Describe your offering in a few words
- ☐ Who is your target audience?
- ☐ How are you going to reach your audience?
- ☐ Who are your competitors or people that inspire you?
- ☐ How will you develop your branding? DIY or hire a professional?
- ☐ How important is professional and trustworthy looking branding for your ideal client?
- ☐ Do you need professional images (of you) for your business? If so gather inspiration.
- ☐ Do you need stationary designs like a business card, letterhead, postcard, stamp etc?
- ☐ If needed, plan a photoshoot with a photographer to get the images you need.
+ Decide if you need a stylist and/or make-up artist to get the results you desire.

3

Website Preparations

- ☐ DIY or hire a designer/agency?
- ☐ Buy domain name
- ☐ Decide where to host your website
- ☐ What is the main purpose of your website? Do you want to sell a product or service, get appointment bookings, provide information or.. ?
- ☐ Make a moodboard and gather existing websites you like
- ☐ Decide on the structure of your website and how many pages you want/need
- ☐ Write content for each page on your website
- ☐ Collect pictures, images and icons for each page on your website and decide where they need to go
- ☐ Do you need additional tools? Appointment booking, calander, shop or payment functions etc.
- ☐ Who is going to maintain your website once it's live? You, or do you want to outsource this?

4

Social Media & Online Presence

- ☐ Claim usernames for relevant social media
- ☐ Decide on platform to use for newsletters
- ☐ Decide which social media platforms to use to reach your audience
- ☐ Make a moodboard and gather accounts you like and inspire you
- ☐ Do you need any (custom) templates to use on your platform(s) of choice?
- ☐ Will you do your (social media) marketing yourself or (partially) outsource it?

Notes

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