IT TAKES MORE THAN A LOGO

A GUIDE TO STARTING A BUSINESS & THE BRAND BEHIND IT

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THE WORKBOOK

Question 1: Mention your intention for starting a business

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Question 2: What is an EIN?

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Question 3: Where does your ideal brand journey begin?

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Question 4: Once you have established your business strategy and your product, which research category is next?

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Question 5: What is the key to a long-term and successful business

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Question 6: Your business plan outlines will include what?

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Question 7: The three (3) things to always keep in mind during your target market/audience include

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Question 8: How can you extend your target audience research?

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Question9: When researching your target audience, what are some key factors to focus on?

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Question 10: What helps you maintain business consistency?

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Question 11: What may you need to adjust to, as your business continues to grow?

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Question 12: What is an "oversaturated" market

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Question 13: Marketing your product/services to your audience means what

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Question 14: In marketing, what factors separate the "big leagues" from the minors

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Question 15: When marketing, what can set the tone for your entire brand?

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Question 16: Which other factor is a key in how to create marketing that motivate your target audience

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Question 17: What color excites you and also make you approach with caution:

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Question 18: What is the impact of color on your business?

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Question 19: What should your business color represent?

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Question 20: Describe NORDSTROM brand in one sentence

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Question 21: Explain how your logo is a key tool in marketing your product or service:

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Question 22: What should your logo say about your brand to your audience?

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Question 23: What should be your next step after you've solidified your logo with your designer

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Question 24: Once you have established your business strategy and your product, which research category is next?

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Question 25: What is the impact does color changing scheme on your target audience

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Question 26: As a business owner, why must you prioritize over pride?

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Question 27: What are some major keys to brand consistency and good branding:

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Question 28: Consistent client relations equate what?

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Question 29: Why is follow up important for potential customers

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Question 30: What the basic things needed before you approach a web designer:

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Question 31: What must you do to maintain good finances in your business

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Question 32: How do you come up with the verbiage for your website?

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