



Starter Kit for **COOL** Bosses **CHECKLIST**



Give a
Fresh start
TO YOUR IDEA

Whether you're dreaming of starting a new business or planning on rebranding an established one, this checklist will help you track your progress and plan your strategies.

13 STEPS TO FINANCIAL INDEPENDENCE

- 1. BRAND MISSION** Be true to yourself and define your brand core mission
- 2. TARGET AUDIENCE** Identify your ideal customer
- 3. COMPETITORS** Identify your competition and differentiate yourself
- 4. BRAND BOUNDARIES** Know when to say no to an opportunity
- 5. BRAND VALUES** Stay true to the values of your business
- 6. BRAND PERSONALITY** Give your brand the right persona
- 7. BRAND NAME** Register a memorable business name
- 8. MOOD BOARD** Get a quick, clear vision of your brand's aesthetic and feel
- 9. LOGO DESIGN** Design a logo to guide the vision of your brand
- 10. BRAND COLOURS** Choose a colour palette that reflect your style
- 11. BRAND FONTS** Choose your typography to set the tone of your brand
- 12. WEB DOMAIN + HOSTING** Secure the URL for your business website
- 13. BUSINESS EMAIL** Keep track of all your business-related messages
- 14. BUSINESS CARD** Market yourself with a clear call to action
- 15. CREATIVE WORKSPACE** Organise a space for yourself that inspires you
- 16. WEBSITE** Create a beautiful website to turn leads into genuine customers.
- 17. PHOTOGRAPHY STYLE** Stay consistent accross all mediums (web, social...)
- 18. SEO KEYWORDS** Make a list with keywords to raise your Google ranking
- 19. EMAIL SIGNATURE** Style it with your photo, logo and CTA (call-to-action)
- 20. SOCIAL MEDIA** Choose your platforms to market your services / products
- 21. PRODUCT/SERVICE** Clearly define the product / service you want to offer
- 22. MARKETING PLAN** Plan your marketing strategy to pitch your product