



THE ULTIMATE
BUSINESS STARTUP
HANDBOOK

PRESENTED BY
creativejuice



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So you've decided to run
your own business,

but starting a business comes with a long list of things to do. We've come up with the ultimate startup handbook to help you figure out your brand and start sharing your business with the world.



CHAPTER
ONE

DEFINING
YOUR **BRAND**

So what is your brand?

Why is having one so important?

Before doing anything else, it's important to establish a brand because it's how customers and the rest of the world will recognize you. As you may have realized, a brand makes up more than just a logo and a business name. At its core, your brand is a promise, a set of terms or experiences that customers will be able to expect from your business. Your brand is the foundation of your business in which everything, from your website to your customer service, relies on. It sets the infrastructure of your organization while also setting you apart from competition, promoting business recognition, and allowing you to connect with customers.



7 Questions to Help You Build Your Brand

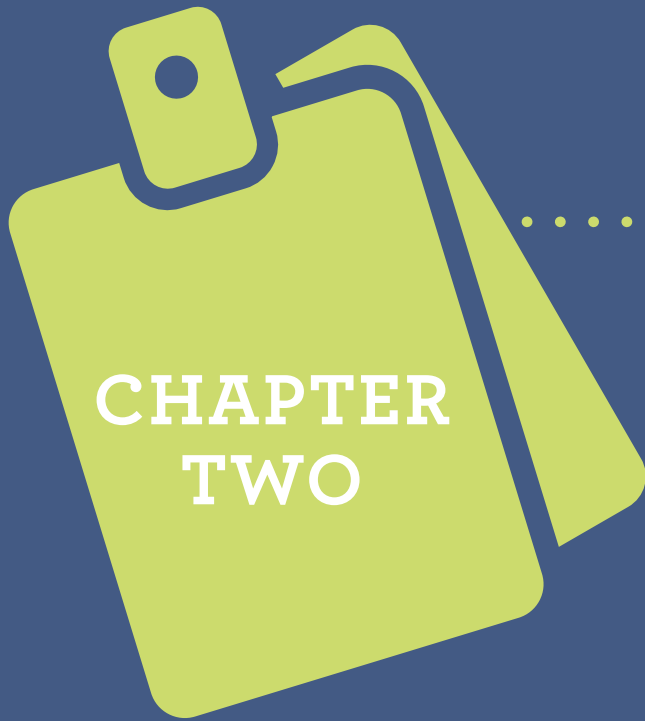
Many things go into building your brand, but here are seven questions to help you start building your brand's DNA:

- 1. What do you stand for?** Think about why you decided to start a business and the values you want to uphold. These elements are important to incorporate into your brand because it helps to define what your brand believes in.
- 2. What do you sell?** What problem does your business solve? Your products or services are important to defining your brand. It also helps you determine what benefits you provide customers and what sets you apart from the competition.
- 3. What makes you unique?** What is your unique selling proposition? Your unique selling proposition is what sets you and your products apart from the competition. Why should a customer pick your product or service over what another company has to offer?
- 4. Who is your audience?** This is probably one of the most important questions to answer. Knowing who your audience is will help you develop and grow your business.



5. **When people think about your business, what feelings and associations do you want people to have?** This question allows you to think about how you want people to describe your business. Consider the traits that make a company great and how you can fit those characteristics into your brand.
6. **What personality/style do you want your brand to have?** Your brand's personality will be part of every email you send and every piece of content you produce. Refer back to your audience and find a personality that you and your potential customers will feel comfortable with.
7. **Is your business online only or do you have a physical location?** This is an important question because it will help you determine how you will interact with customers. If your business is only online your brand may need to be more personable because you won't often have face-to-face interactions with customers.



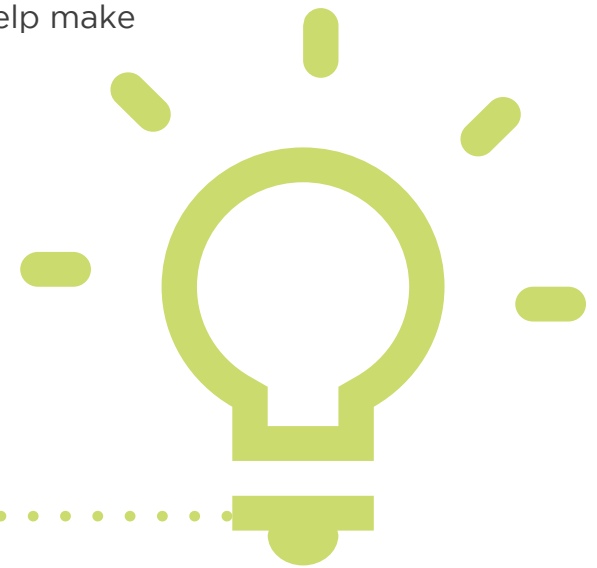


CHAPTER
TWO

NAMING YOUR **BUSINESS**

Picking a name is hard, but it's **something every business needs.**

Unlike other aspects of your business, it is something that will rarely ever change. A good name fits the brand and even gives insight into the products and services a company offers. We know how difficult picking out a name can be, so we suggest you take your time and follow this guide to help make the process a little less stressful.



Research and Brainstorm

You've probably got some ideas jumping around in your head and now is the time to jot those down and brainstorm an even larger list of ideas. The longer the list, the better—it gives you more options to choose from when you have to narrow down to your favorites. Refer back to the questions you answered in the previous chapter to help you get even more ideas. Research other businesses in your industry; this may give you more ideas or provide you with some names to avoid if they are similar to other company names.

NAME TYPES

Now that you have some ideas, you can expand those ideas even further by using different types of names. There are many different tools you can incorporate to create a unique name such as acronyms, alliteration, a made up word, merging two names, or a play on words. Don't limit your creativity and write down as many ideas as possible. The next step will help you narrow down your list to find the names that make the most sense.

Fun Fact:

The red and white Coca-Cola logo is recognized by 94% of the world's population.

Source: business insider

Narrow Down Your List

Now that you've got this long list of names, it's time to cut it down to about 5 to 10 of your favorite names. Don't worry; you won't have to narrow down the list all on your own. Here are a few guidelines to help you find the best names.

APPEARANCE

Your name is going to be on everything, from your logo to your social media accounts, so it's important that it looks appealing. Your perfect name should not be too long or contain too many words.

SIMPLE AND EASY TO SPELL

The first thing you want to consider is whether or not the name is simple and easy to spell (if you're looking at a made up name, is it spelled how it sounds?) You want your name to be searchable; if people can't spell or even remember your name, how will they be able to find it online?

INTEREST AND UNIQUENESS

Is your name unique? Does it stand out on the page? This is important because you want a name that stands out, grabs people's attention, and creates a lasting impression.



Check for Trademarks and Availability

Once you've got your top names, you need to make sure they haven't already been taken. Make sure the names on your list are not trademarked, and if one is, cross it off the list. After you've checked for trademarks, it's also a good idea to check if the name is available for your website and social media accounts. While this doesn't have to be a deal breaker, it is ideal to use the same name throughout your online presence. You should have a few titles left after this process and now is the time to pick the one that you like the most. Don't rush yourself when making a decision. Take time and really consider which name will make the most sense for your business and brand.

Tip:

Test it out on Google AdWords. One of the great features of the "find keywords" tool on AdWords is that it will list similar search phrases, along with how many global and local monthly searches each are getting. Some AdWords searches with the name you are considering can ensure there isn't a slightly different name out there that might get more attention on the Internet.

Source: entrepreneur.com



CHAPTER
THREE

PICKING
YOUR **COLORS**

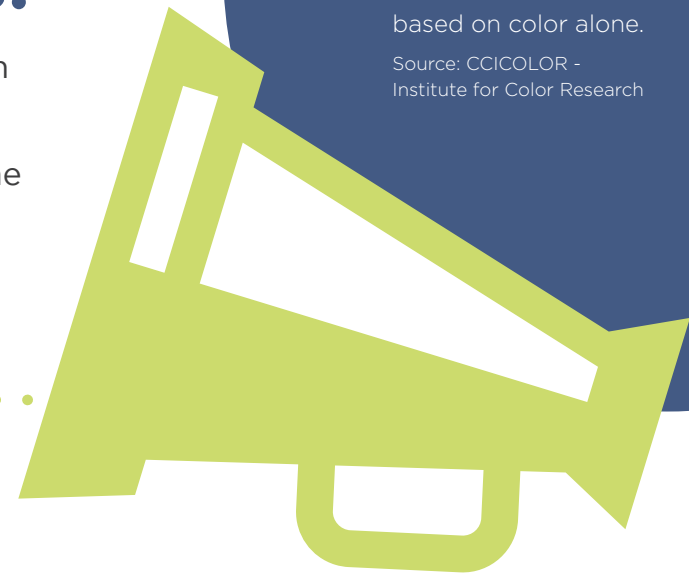
Colors are what help define **your brand and business.**

They will be present in every aspect in your business from your logo to your product packaging. That's why your colors are important and should be picked after some time and consideration to what certain colors mean.

Fun Fact:

Research reveals people make a subconscious judgment about a person, environment, or product within 90 seconds of initial viewing and that between 62% and 90% of that assessment is based on color alone.

Source: CCICOLOR -
Institute for Color Research



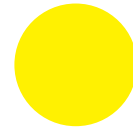
Color Meanings

Every color evokes a certain meaning or emotion. You can use these colors to help further explain your business or convey your company's personality. Here are a few colors and what they mean:



RED

Passion, romance, danger, urgency, and excitement.



YELLOW

Bright, energetic, sun, creativity, intellect, and happiness.



PURPLE

Royalty, spirituality, luxury, ambition, mystery, and moodiness.



PINK

Healthy, happy, feminine, compassion, sweet, and playful.



GREEN

Envy, money, growth, eco-friendly, freshness, and healing.



BLACK

Protection, dramatic, classy, formal, and mystery.



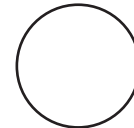
ORANGE

Courage, confidence, friendliness, and success.



BLUE

Tranquility, love, loyalty, security, trust, intelligence, and coldness.



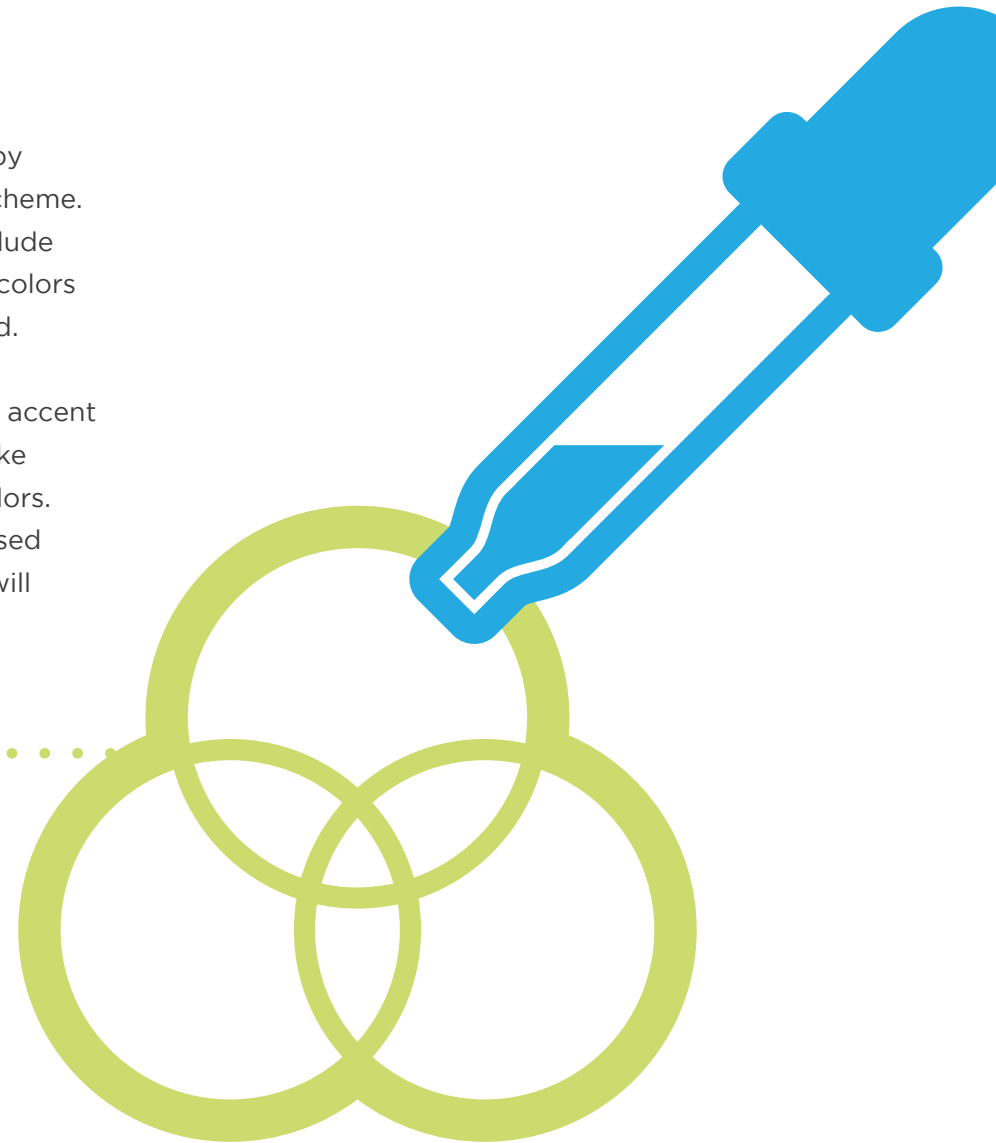
WHITE

Goodness, innocence, purity, fresh, easy, and clean.

How to Pick a Color Scheme

Now that you know what every color means you should start by picking at least two colors for your business to build a color scheme. A color scheme may have variations of the same color and include one color that pops. A color scheme is what you'll use to pick colors for your logo, website, and anything else relating to your brand.

Think of your color scheme as having a background, base, and accent color. Your color scheme should include a few neutral colors like white, brown, gray, and black for the background and base colors. Your accent color is something bright like red or blue that is used sparingly to create interest. Once you have a color scheme it will make your design process easier.

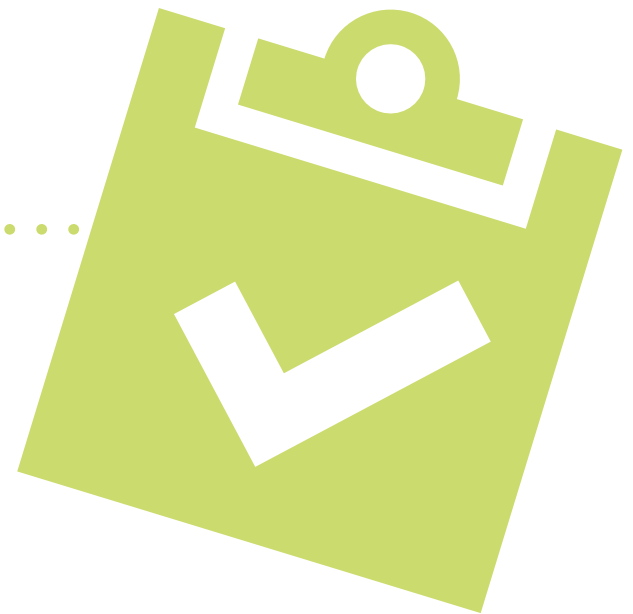


CHAPTER FOUR

CREATING YOUR **LOGO**

Your business can't be **successful without a good logo.**

A logo is the icon that people will remember when they recognize your brand. It will be on everything your business creates, so it's important that you create a logo that represents your brand and catches your audience's attention.



Simplicity is Best

Many iconic logos are as simple as one image like the Apple logo. While it takes a lot of time and branding to create an iconic logo like Apple's, the important thing to take away from this is that simplicity is a good thing. A successful logo needs to be clear and easy to understand. Flat designs work best for logos because they can be viewed easily on any background, so try not to use graphics that require shading or appear three-dimensional.

Make It Versatile

One of the most important aspects of a logo is that it needs to be versatile. This means that the logo needs to look good on the web, in videos, in print ads, and on a letterhead. Size and details play an important role in a logo's usability. For example, a logo that has too many small details may not look the same once it's reduced in size to be placed on your business cards. You want your logo to appear the same no matter what size or format it's in.

Fun Facts:

What do the world's top brands' logos have in common?

- 41% of the logos use text only (stylized type).
- 09% of the logos don't feature the company name at all.
- 93% of the logos are simple enough to be viewable in smaller sizes.
- 03% of the logos feature people in their designs.
- 67% of the logos have a more horizontal aspect ratio.
- 13% of the logos use the brand's initials in their design.

Source: designbuddy.com

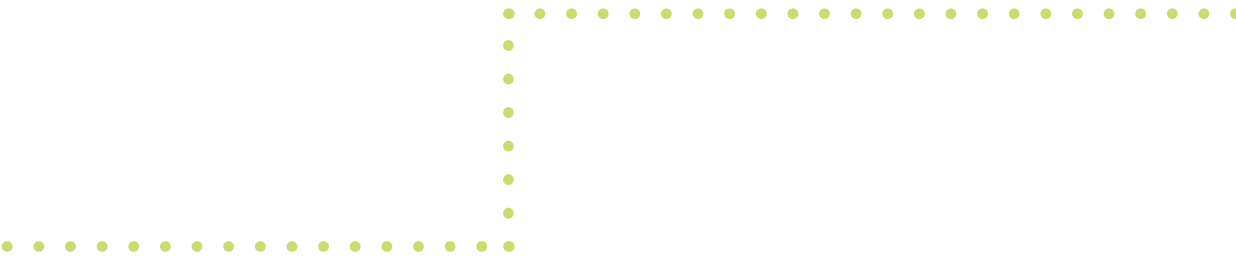
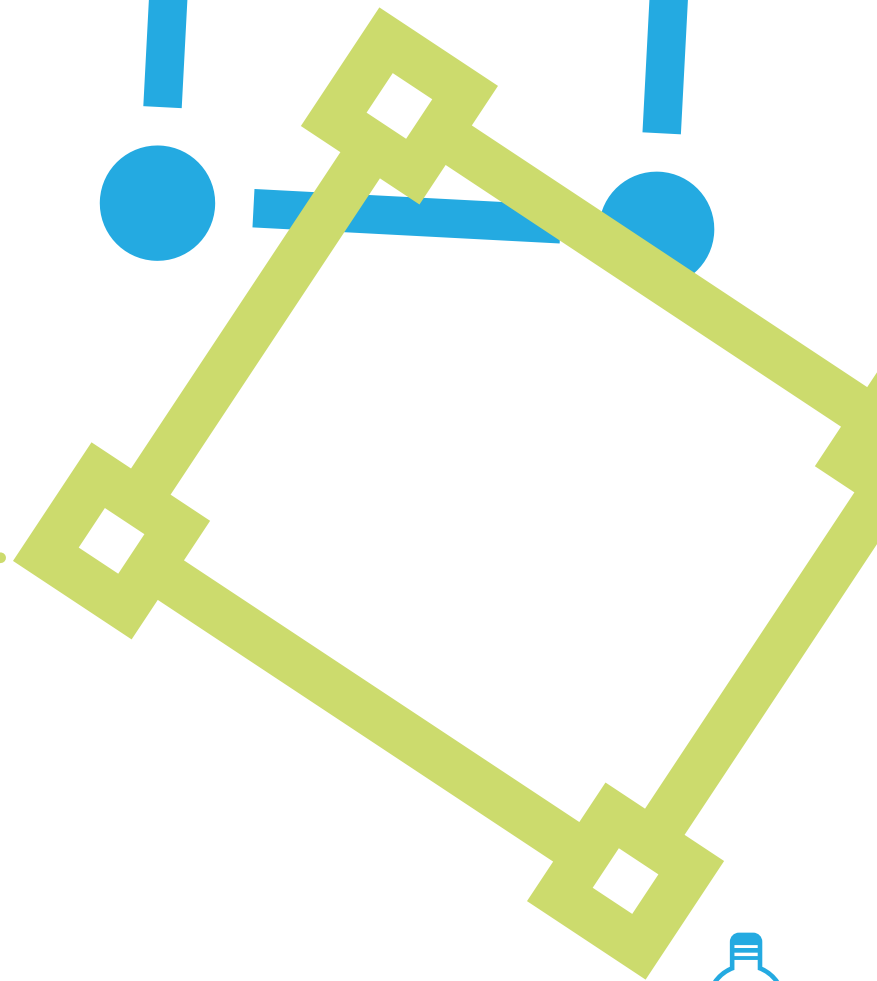
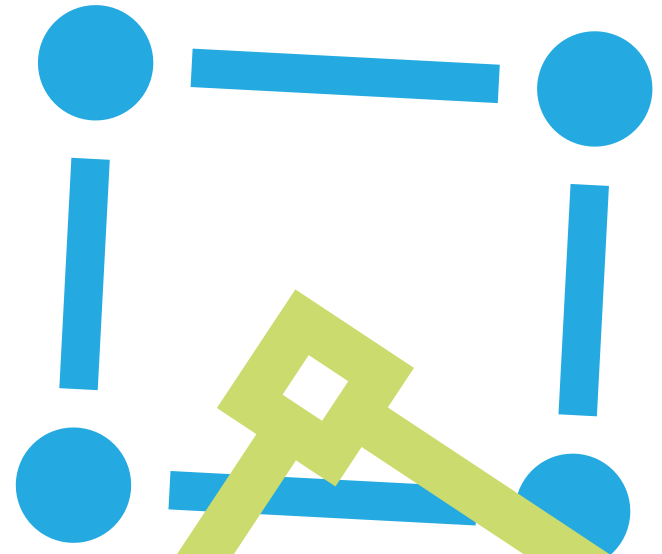


Timeless

It's popular to create logos that follow a trend because they can attract a lot of attention, but the initial attraction will only last until the next trend is created due to the temporary nature of trends. Logo design can also take a lot of time and money. By creating a timeless logo, you won't have to update your design often, and it will stay attractive despite the trends that come and go.

Hire a Professional

Creating your own logo may seem like the most practical solution. There are many logo generating applications you can use. After all, who knows what you want better than you? This approach can save you money, but in the long run you risk having a logo that looks too similar to others and doesn't fully represent your company. Hiring a graphic designer means you have a logo created just for your business. You won't have to compromise on an image, and a designer can give you advice on what will work best for your industry.



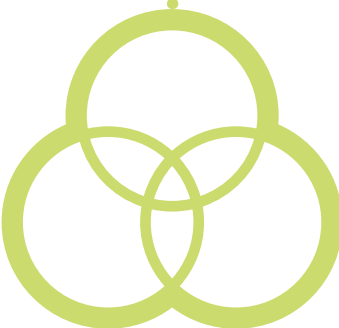






CHAPTER
FIVE

PUTTING IT
ALL **TOGETHER**





Marketing can be anything **from business cards to a blog.**

Now that you've decided on a name, picked your brand colors, and designed your logo, it's time to put all of that together to form your business marketing. With so many different options out there, it's important to pick the marketing materials that will work for your business and the products/services you sell. Here are a few ways you can start to market your business.

Print Materials

Currently, a lot of marketing is focused online, but there are still instances when print materials can come in handy.

BUSINESS CARDS

A business card is a takeaway you can give to customers as a way to keep in touch. Not only does it contain valuable information like your phone number, email, and website; it also represents your brand and creates a memorable impression. Business cards are becoming more creative and are often pieces of artwork; which results in a powerful branding product that customers are less likely to throw away.

FLYERS, BROCHURES AND HANDOUTS

Depending on your business, you may find that you need to create flyers, brochures, or other handouts. Designing and displaying the information in an engaging way is important when creating print materials. If you find that you need print materials, it's a good idea to hire a graphic designer.



Fun Facts:

- 76% of households say they read or scan direct-mail ads.
- 39% of customers say they try a business for the first time because of direct-mail advertising.
- 56% of customers find print marketing to be the most trustworthy type of marketing.
- 44% of customers visit a brand's website after receiving direct-mail marketing.

Source: expandedramblings.com

Marketing Online

Marketing online can be beneficial because it often doesn't require a lot of money. For example, starting a social media account is free. Online marketing, however, can take time and a great deal of creativity. Planning a strategy and focusing on how you want to present your business online will help streamline this important process.

SOCIAL MEDIA

You may already be aware that social media is an influential tool for online marketing. Not only does it give you a platform to reach your intended audience, it also gives you a place to learn more about your customer and what they're looking for.

WEBSITE AND ECOMMERCE SITE

A website is an important marketing tool to have. It's probably the most valuable type of presence you can have online. With so many people relying on the Internet, it's good to be able to direct potential customers to your site for more information. Having an eCommerce site can also be important because it allows you to sell products and services online without having a physical store.

BLOGS AND NEWSLETTERS

A blog and/or newsletter work together with your website to bring in traffic and show people that your business is knowledgeable about the industry. Both of these can be great marketing tools because they allow you to portray your brand's personality by sharing news and updates that your business finds important.



You're Ready to Go!

Starting a business from the bottom up is all about taking the right steps to build your brand and plan your strategy. Now that you have a guideline, it's time to start your business.

