



HOW TO

KNOW WHAT YOU NEED WHEN YOU NEED IT

STEP BY STEP GUIDE FOR NEW
AND CURRENT BUSINESS OWNERS

FREE DOWNLOAD

WWW.CREATIVEKONCEPTDESIGNS.COM

Table of Contents

This guide is tailored for every business owner, acknowledging the challenges of budgeting and finding answers in the business world.

Section 1

This section is designed for individuals who have a business concept in mind but lack the knowledge of how to brand, share, and launch it effectively.

Section 2

For the established business owner, whether operating online or with a physical storefront, who is prepared to elevate their business brand to a higher standard.

Section 3

All things website, graphics, marketing, branding, e-commerce. Brains & beauty matter in business!

Section 4

Book or contact me - Branding and having an updated look is crucial to success.



Launching your business Top Priorities

You've got an exciting concept for your business, but what essentials do you need to launch it successfully? When it comes to branding, where do you find the necessary resources to get your idea off the ground? With a desire to start booking clients and generating revenue as soon as possible, it's essential to identify these needs and locate the right resources promptly.

- ✓ **Platform/s:** Boost your brand's visibility! In today's market, 76% of consumers make purchasing decisions based on branding. That's why it's crucial to establish a strong presence across platforms like social media. Not only to have them, but have them standout, look good, match your branding, and be user friendly.
- ✓ **Brand Identity:** Your brand identity is KEY. Why? Because it leaves an imprint into your ideal clients mind. Colors, logo, business name. If you don't have things, are on a minimal budget, do not have the time or money for complete custom branding - download this brand board for free **here!**
- ✓ **Website:** As you're just starting out and a full website might not be feasible yet, you're aware of the need for a professional online platform beyond social media for clients to "land." In my professional opinion, it's best to bypass options like Milkshake, a basic StanStore, JotForm, and LinkedIn, and head straight to Canva for its user-friendly interface and versatile design capabilities. More details and instructions will be provided in the next pages.
- ✓ **Shop/Pricing:** Knowing your pricing is important, but equally crucial is determining how and where clients will pay you and how you'll showcase your product/service and business. Consider: How will you set up a branded shop? Do you need e-commerce? How will you advertise and display your service? How will you market your business? There are numerous options available, many of which are affordable. I've compiled a list of cost-effective options for both online and brick-and-mortar shops.

Yes, there is more that goes into launching a successful business, but we are strictly talking about business resources, branding, aesthetics, and a place for your clients to find you!

Platforms - Where you need to be

Social Media



Facebook is your Friend

Free and friendly. Create a facebook page or group specifically for your business! Invite your friends and family, ask them to share, do a giveaway, launch your business and share your website! Don't throw up anything and everything.. Nobody likes a Spammy Pammy! Remember Canva and that brand identity thing we were talking about? You want people to be excited to see your business on their feed and burn their eyes! Nothing is worse than going to a business page/group or website and 100 colors, fonts, text too big with no clear concept right in your face! Go to **Section 3 for examples!**



Instagram is Important

When creating an Instagram account solely for your business, it's crucial to separate personal and professional content to maintain a cohesive brand identity. The platform offers numerous benefits for businesses, including reaching a wider audience, profile insights, engaging with potential customers, and showcasing products or services through visually appealing content. Utilizing trending features like Instagram Reels can help increase visibility and attract new followers by tapping into popular trends and formats. By strategically planning and curating content, leveraging relevant hashtags, and engaging with followers, businesses can maximize the potential of Instagram as a powerful marketing tool to grow their brand and drive business objectives.

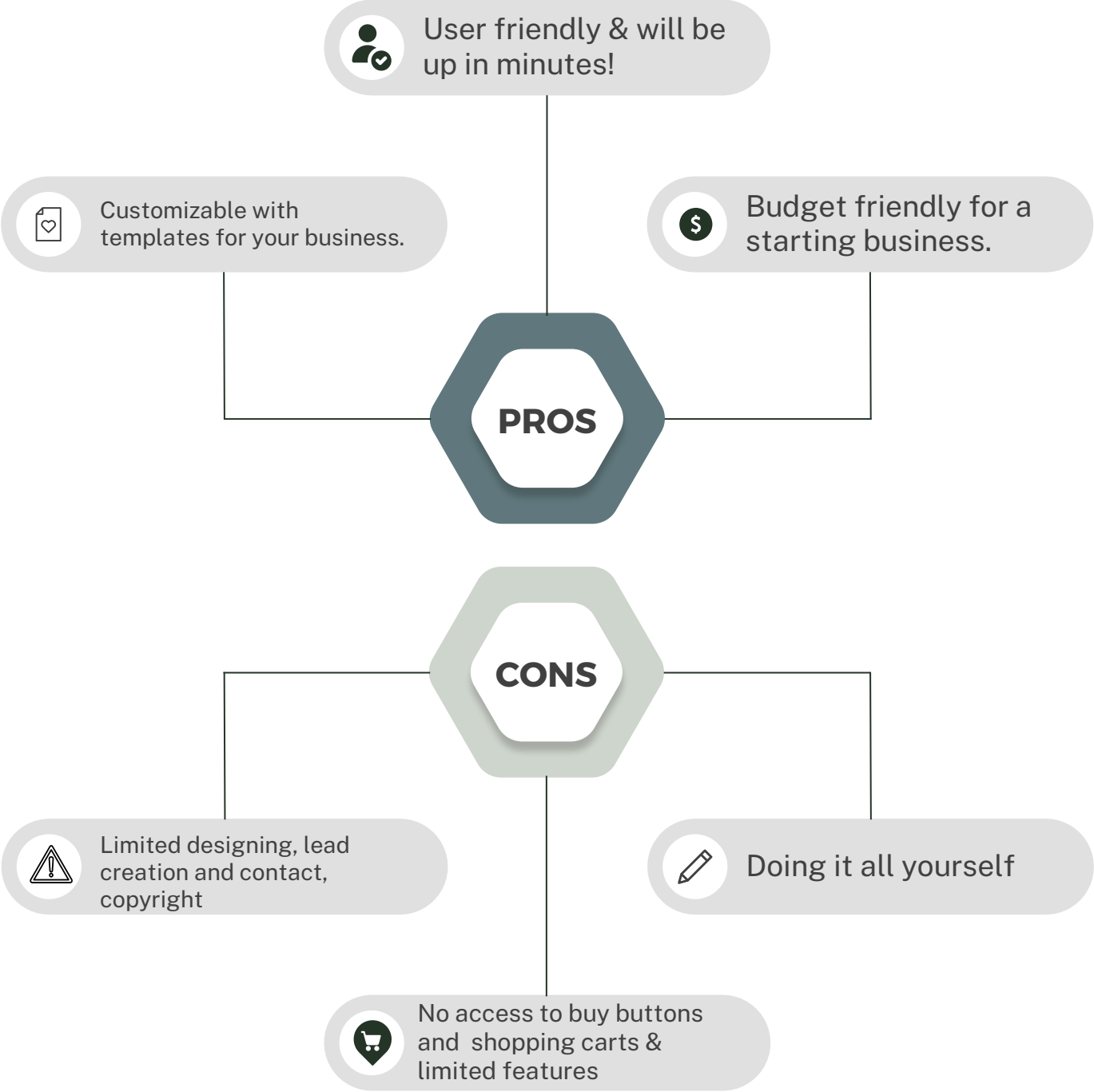


TikTok is Trending

Do I love Tiktok? No, do I see as a professional in the business and social media space how businesses are BLOWING up on it? Yes. TikTok presents a unique opportunity for businesses to expand their reach and grow rapidly through engaging, short-form video content. With its massive user base and algorithm-driven discoverability, businesses can quickly gain exposure to new audiences and build a loyal following. Leveraging trending challenges and utilizing creative storytelling can help businesses capture attention and foster brand awareness. By consistently sharing authentic and entertaining content, businesses can establish a strong presence on TikTok and drive significant growth for their brand.

Canva

Get ready to make Canva your go-to tool. With a free version available, it is perfect for now! Canva allows you to host a website (a professional link in bio) and even integrate your own domain. If you don't have a domain and are short on time & money.. skip it, and focus on it after you get some revenue; domains are \$12-\$20 per year depending on who you source through, so while it is affordable, it will save you time right now. If you want to get a domain up and going [click here](#). While there are limitations on compared to a full-built site, it offers a professional look and feel without any upfront or monthly cost, making it ideal for launching your business and establishing an online presence.




This is meant to be a temporary solution while you grow your business and budget. While Canva will stay a useful tool and resource for your business, it will not be able to handle larger capacity of business needs and clientele. Example, a full build website is able to have multiple integrations, contact forms within your site, actual page tabs, custom device compatibility, e-commerce friendly and more.

Canva


CLICK TO ORDER NOW

ADD LINKS TO PHOTOS THEN
DELETE THIS TEXT BOX


A




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C




D



E



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PRODUCTS HERE

about your featured products

Explain about the product here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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Copy style

Paste

Duplicate

Delete

Layer

Align to page

Comment

Link


Lock

Alternative text

Detach image

Apply colors to page

welcome!



you deserve some self-care!

In this section hit pain points, what do you offer? What problem potential client have? Lorem ipsum amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

how can I help you?

about me

shop

services

contact

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Copy style

Paste

Duplicate

Delete

Layer

Align to page

Comment

Link

Lock

Alternative text

Enable Quick Flow

This is how you will link your contact information, social medias, shop, etc. It is simple! Canva has tons of templates to search through - if you want to save even more time and be budget friendly you can purchase this 5 page prompted template [here](#) for \$25 and just plug in your images.

Canva

You will want to keep Canva in your back pocket - you can use it for designing flyers, business cards, your logo, anything you can think of you would need a design for with your newly launched business.



Keep in mind as your business grows you will want to upgrade from Canva to a full build website - Why? You will have way more capabilities and it can be 100% done for you. What is important as a business owner? Your **time**. It is an investment into your business, but one you won't regret making!

I am here when you're ready - I have designed this packet for mostly those who are on little to no budget, have no idea where to begin branding, or how to do any of it!

You are not meant to be the branding graphic design expert! That is my job - unless you're a fellow designer launching your own business! If you've made it only a few pages into this packet and are thinking...

“I don't want to put my time into any of this.. I see the value, but I want all of my time to go to getting my business out there and launched”

Then it is time we had a different conversation! I have been crafting custom branding, websites, and graphics for over seven years! It is MY job and I would love to talk about a partnership with you so you can focus on the parts of your business you love! Head back to creativekonceptdesigns.com and book a consult!

I'd be happy to talk about custom pricing package options. and payment plans.

Section 2

Level Up your Business

Is it time for a Rebrand?

Congratulations on being an established business owner! Whether you run a successful online business or have a brick-and-mortar store, you've reached a significant milestone and realizing you do not have the time for the design aspects of your business like you used to. If you're noticing some stagnation or feel ready to take your business to the next level, it might be time to consider rebranding, updating your website, or implementing an e-commerce platform. With funds set aside for this purpose, investing in these areas can rejuvenate your brand, enhance your online presence, and expand your reach to new customers.

✓ Know your budget

Know what you have aside for your investment into your business branding. How much are you wanting to invest? Time wise and financially.

✓ Book your consult

During our consult I can help you decide what is needed for you to take your business to the next level! Whether that is with a full rebrand, a website, or a revamp of your logo! A website is critical for a business! Refer back to the stats as to why if you need [view stats here](#)

✓ Game Plan

Once we have decided to work together - it's time to get through all the nitty gritty. WE will set a project timeline and deadline, go over your involvement in the project.

✓ Build

It's time to start designing, your job at this point is to sit and relax!

✓ Launch

After design and layout are finalized it is time to launch your new brand and/or website!! Super Simple.]

BOOK NOW

Aesthetics in Branding & Marketing Beauty & Brains for your Business

THE B'S WITHOUT THE BS FOR YOUR BUSINESS

Beauty: Beauty, or aesthetics, is vital for branding and establishing your brand's identity. It creates a memorable first impression for potential customers and sets the tone for their perception of your brand. Visually appealing design elements like logos, color schemes, and typography differentiate your brand and evoke emotions, forging a deeper connection with your audience. Consistency in aesthetics across all touchpoints builds credibility, trust, and perceived value, fostering brand loyalty and engagement. Ultimately, investing in beauty ensures your brand stands out, resonates with customers, and drives business success.

Brains: Clear strategy and marketing are crucial for launching a business. A defined strategy provides direction, while effective marketing attracts customers and drives sales. Without them, businesses risk uncertainty and missed opportunities. In essence, a solid strategy and marketing plan are the foundation for success, guiding decisions and driving growth.

Section 3

Aesthetics in Branding & Marketing Beauty & Brains for your Business

What kind of graphics should you be using for your business?



Remember when we were talking about Spammy Pammy? If you don't.. She's on the left. Loud, all over the place, and gives little to no information...

You can have information needed on any graphic, but the goal is to make it pleasing to the eye! Give the information without going overboard on images, fonts, colors, and information that just isn't needed! Stick to the necessities.

Aesthetics in Branding & Marketing

Beauty & Brains for your Business

the stats say it all...

First Impression: Studies suggest that it takes about 50 milliseconds (0.05 seconds) for users to form an opinion about your website, which can significantly impact their decision to purchase from your business solely based on its branding and website design.

Visual Appeal: According to research, 75% of consumers judge a business's credibility based on its website design alone. This emphasizes the importance of visually appealing branding and website aesthetics in influencing purchase decisions.

Brand Perception: Consistent branding across all channels can lead to a 23% increase in revenue. This indicates that consumers are more likely to trust and purchase from businesses with a strong and cohesive brand identity reflected in their website design.

Mobile Responsiveness: With the increasing use of mobile devices, having a mobile-responsive website is crucial. Studies show that 57% of users won't recommend a business with a poorly designed mobile site, which can significantly impact purchasing decisions based on website experience alone.

User Experience: A seamless user experience is essential for driving conversions. Research suggests that 88% of online consumers are less likely to return to a site after a bad experience, underscoring the importance of intuitive navigation, fast loading times, and clear calls to action in influencing purchase decisions based on website usability.

Aesthetics in Branding & Marketing

Beauty & Brains for your Business

How you brand and market your business is JUST as important as anything else. You may have an incredible business idea, but if your marketing and branding isn't there... you will lose more clients than you gain!

Here is a logo that has a lot going on. Fonts are too big, there are too many fonts, and this does not show a strong brand identity.



Let's take this same business and add a brand identity



Less is MORE when it comes to branding your business. It is about showing the identity while being eye catching.

The clearer YOUR brand is the less your ideal client is confused. A confused mind will always say no. If you currently have a logo that looks like example one - don't fret we can always do a rebrand! and understand this is to help ELEVATE your business - not put it down!

Be honest with yourself; if these shops were right next to each other - which would you walk into?

Book & Contact Beauty & Brains for your Business

Let's Get Started!

Eager to collaborate, I look forward to transforming your design or brand vision into a remarkable reality. Your unique vision is what ignites my passion for design, and I can't wait to craft something truly exceptional together. Let's dive into the possibilities, shaping your concepts into a compelling reality that captures the essence of your brand or design goals.

Feel free to reach out with any questions –
I'm here to help! Whether it's about
design, branding, or any inquiries you may
have, your message is welcome, and I'll
respond promptly.

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