

BUSINESS STARTER-KIT

BRANDING WORKBOOK FOR SMALL BUSINESS



THEGALLERIAFORBUSINESS.COM



A NOTE FROM GALLERIA4BIZ

BUSINESS STARTER-KIT

Life as a project manager can be tough if anyone needs the inspiration to keep going with leading our projects and teams, it's us.

MAIN OBJECTIVE

I hope this workbook helps you find business treasures and makes you research and think carefully about each phase of branding your business.

BUSINESS GOALS

This workbook can be downloaded and printed for your convenience. You can also share this workbook with anyone you think can utilize this information the most; teammates, family, friends and future entrepreneurs. "Boss Up" and start branding like a boss.

**LET'S SET GOALS WITH THIS WORKBOOK
& SURPASS THEM!**

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PROJECT MANAGEMENT

COMPANY INFORMATION

Company Name:

Address:

City & State:

Zip/Postal Code:

Business Number:

Primary Email:

Website Address:

Store Hours:

DECISION MAKERS

1. Business owner/s, who will be the internal decision makers, giving feedback and approvals?

Contact 1:

Contact 2:

Email:

Email:

Number:

Number:

PROJECT INFORMATION

2. *Project Ideal Budget & Deadline?*

3. *What is your Project Goal?*

Logo Design Services & Guidelines

Social Media Strategy & Management

Business Branding Services

Graphic Design & Print Services

Website Development Services

Tradeshows / Event Packages

WAYS TO CONTACT & MEET

4. *How frequently would you like to meet? Daily? Weekly? Monthly?*

5. *How would you like to be contacted? Email? Text? Phone?*

6. *What time of day would you like me to contact you? Morning? Afternoon? Night?*

7. *How did you hear about The Galleria for Business?*

"Project management is like juggling three balls – time, cost and quality."

COMPANY BRAND STARTER-KIT

ABOUT YOUR COMPANY

1. Describe the values and/or mission statement of your company in one to three sentences.

2. Do you have a slogan, tagline, or motto?

DESCRIPTIVE SLOGANS

A descriptive slogan describes exactly what your business does. It sells the facts about your business, or in other words, the features. It tells the world, 'This is what I do'.

Grant's Handyman Business - For odd jobs around your house and garden

CREATIVE SLOGANS

A creative slogan is one where the slogan includes some sort of literary device in order to make it more memorable. In the below example we'll use rhyme.

Grant's Handyman Business - Fix. Mend. Plant. Get Grant.

EMOTIVE SLOGANS

Emotive slogans are designed to create a 'feeling' in the reader, rather than to describe what you sell.

Grant's Handyman Business - Weekend Freedom. Have it. Feel it. Love it.

BRAND-RECOGNIZABLE SLOGANS

Brand-recognizable slogans link your slogan to your business name (or brand) in some way, so that it's clear that your slogan belongs to your business, and not to a competitor's.

Grant's Handyman Business - Granting handyman wishes since 2004

PERSUASIVE SLOGANS

A persuasive slogan includes a benefit, which is the positive outcome that comes from using your products or services. It tells the world, 'This is why you should care about what I offer. This is what's in it for you'. A persuasive slogan sells!

Grant's Handyman Business - My weekday work. Your weekend sleep-in. Handy.

3. *What are the strengths of your company? What sets your company apart from the competition?*

4. *What are your business weaknesses?*

USP (UNIQUE SELLING PROPOSITION)

5. *Try to write your content based on your USP and design your content around it only. As a new business you need to give visitors a valid reason of trusting your business.*

COMPANY BACKGROUND

6. *How long has your company been established and why was your company started in the first place?*

7. *What will you consider your "Business' Birthday" the day your company was established?*

8. *Have you already started branding your business? Do you have a logo, and do you like your companies logo? Do you have a website, and do you like your companies website?*

BRAND TYPE

9. *What types of brand do you want to establish with you customers and employees?*

ATTITUDE BRANDS

Attitude branding is based on the 'feeling', rather than the physical characteristics, of a product.

SYMBOLIC BRANDS

Symbolic branding is similar to attitude branding and it is often used for emotional aspects of a service, such as a sense of security, to attract and retain customers.

INDIVIDUAL BRANDS

Individual branding can also be used to keep different parts of a business separate, particularly if they span a number of areas, such as in a business that sells food as well as clothing.

OWN BRANDS

Own brands sometimes referred to as private labels or store brands, are brands that carry the retailer's name.

FUNCTIONAL BRANDS

Functional branding promotes the reasons why someone should buy a product or service because it is unique or that it offers a better price or performs better than other products on the market.

BRAND TONE

10. *Which of these words is a better fit for your brand? What is the overall mood of the company?*

Traditional or Modern

Serious or Playful

Friendly or Corporate

Attractive or Professional

High-end or Cost-effective

Techy or More Organic

Consumer or Trade

Inform or Entertain

BUSINESS INDUSTRY BRAND CHECKLIST

11. What is your company's field of business or industry? Check the list below.

CREATIVE INDUSTRY

Arts & Crafts Business

Baby Business

Beauty & Hair Business

Entertainment Business

Event Planning & Seasonal Business

Fashion & Retail Business

Games & Toys Business

Graduation Business

Home & Office Decor Business

Jewelry Business

Music Business

Prom Business

Romantic Business

Smoke Business

FOOD INDUSTRY

Chefs, Cooking & Catering Business

Dessert Business

Food & Farming Business

Grocery Business

Restaurant & Bar Business

HEALTH INDUSTRY

Family Business

Fitness & Gym Business

Medical Business

Pet Business

Senior Business

Sports Business

Wellness Business

LABOR INDUSTRY

Auto & Vehicle Business

Baby Business

Cleaning Services/ Business

Dental Practice Business

Government Business

Housing & Labor Business

Nature & Environmental Business

Non-Profit Cause or Community Business

Religious Organizations

Science & Astrology Business

Women & Girls Organization

TECHNICAL INDUSTRY

Banking & Credit Business

Education Business

Legal & Security Business

Media Industry Business

Professional Career Business

Small Business

Technology Business

COMPANY SOCIAL MEDIA ACCOUNTS

COMPANY SOCIAL MEDIA LINKS

1. What's your suggested business social branding name? Ex. @my-company. Complete a quick search of popular social media accounts availability? Knowem.com

2. What does your current social media strategy look like? What topics and sources of information are most important to your social community?

3. Provide the links to the following social media accounts. ex: [Http://facebook.com/company-name/](http://facebook.com/company-name/)



Facebook Business:



Instagram Account:



Twitter Accounts:



YouTube Channel:



Linkdin:



Google Business:



Pintrest:

You need to establish a credible history in order to gain your audience's trust, confidence and respect.

COMPANY RESOURCES

COMPETITION & INDUSTRY STANDARDS

1. Browse your competition online and list a couple websites that can compare to your business.

1:

2:

3:

4:

5:

6:

7:

8:

9:

10:

Analysis of competitor's activities and their site can help you a lot. With the help of it you can find out the areas where you can perform better than your competitors and get an advantage. Evaluation of competitors doesn't mean you copy their strategies rather you should plan keeping those things in your mind.

TARGET AUDIENCE IN THEORY

2. Who is the buyer or intended audience?

3. Target audience: Knowing your primary audience will shape the style and messaging of your brand.

Male, female or both:

Age Group:

Average Income:

Marital Status:

Nationality:

Religion:

Social Class:

Region & Location:

Occupation:

Parents or Not:

Without brand differentiation, it takes more time and budget to entice the market to engage with you, as a result, many companies end up competing on price, a tough position to sustain over the long term.

PROJECTED BUDGET RESOURCES

4. *What will be your yearly printing budget?*

5. *What will be your yearly marketing and advertisement budget?*

6. *What will be your yearly branding budget for printed materials and tradeshow materials?*

7. *What will be your budget for a possible new logo or logo branding?*

8. *Do you have a budget in mind for a possible new website?*

By making and following a budget, you can better control costs, avoid overspending, and plan to meet financial goals. Creating a budget is always a good idea, but it's even more crucial when you run a business. Failure to properly budget can seriously impact your bottom line, and even jeopardize the success of your enterprise.

NOW GO APPLY WHAT YOU'VE LEARNED

If you need help with execution, send me an e-mail
ashley@thegalleriaforbusiness.com and I'll be happy to help!



THE GALLERIA FOR BUSINESS

"Digital Branding Workbooks for Your Start-Up Business."

BOSS UP! START BRANDING LIKE A BOSS"

OUR MISSION

The Galleria for Business is a blog that offers start-up and small business companies with branding and advertising solutions. If you need help planning and developing your business brand download these workbooks, checklists, and planners.

OUR VISION

If you're interested in starting a new business or re-branding a company, you should also be interested in tools to help your business branding image. If you follow "G4b Branding Rules" you will be able to navigate your small business through a successful brand building process.

WE APPRECIATE YOUR BUSINESS!

[DOWNLOAD](#) our digital brand workbooks and guides for your business strategies.
Feel free to submit any issues or suggestions to support@thegalleriaforbusiness.

Hi! I'm Ashley



BRAND IDENTITY | MULTIMEDIA | WEB DESIGN

I'm the creator of The Galleria for Business "Branding Workbooks for Your Start-Up Business." I'm a multi-talented and creative graphic designer with experience in creative direction, digital media, printing, and web design. I have a passion for helping entrepreneurs and small businesses thrive, by bringing their vision to reality!

Since 2000 I've helped small business branding and advertising solutions and I'm just here to break down the process of planning, building and launching your own start-up business. Whether you plan to create a DIY branding, hire another designer, or hire myself, I hope this planner and workbook is a springboard to your business success. Don't forget to check out my website and resources online.

LET'S CONNECT

View My Portfolio to see my latest work. Ashleyjackson.work

832.782.4469 | hire@ashleyjackson.work

Linkdin: [Ashley Jackson](#)

 Facebook: ashleyjackson.work  Instagram: [@ashleyjackson.work](https://www.instagram.com/ashleyjackson.work)

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