

# Module 1

## Brainstorm your Brand



# Module 1

## 01 Why You?

A creative brainstorm that you can refer back to whenever you start to lose your way.

## 02 Your Motivation

Delve into your personal reasons behind starting this business.

## 03 Your Business

Map out everything about your business, let it all out! Define the information that will not change about your business.

## 04 Your Customer

Find the ideal customer who is happy to hand over their money as they instantly see the value in what you offer.

## 05 Interactions

Defining how your customers will interact with you across the web and what functionality the site will need to have.

## 06 Goals setting

Staying consistent and breaking your goals down into easy to reach targets.



### **Task - Mindmap WHY customers will come to you**

Why do you offer what you do?, Why are you unique to your competitors? Why should customers trust you?

A large, empty rectangular box with a thin orange border, occupying the lower half of the page. It is intended for a student to draw a mindmap.

# What is your why?

What would happen if you didn't make any changes in your work life (job, side hustle, career) right now? If you don't make your website succeed, what is the worst case scenario?

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What would success look like in your business, best case scenario? How would it make you feel? What would you gain? What options would it give you? Who would be around you?

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Why do you want that?

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What will that give you?

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...and why do you want that?

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Keep asking yourself "why?" until you're hit with that aha moment!

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# Brainstorm time!

## **Task - mindmap everything ABOUT your business**

Think about key words, that people may use to search for your business on google, then map out your adjectives (describing words), usp (unique selling point), nouns (what you do), and your location.

## State the Facts

What info is "Factual" about the business - telephone, address, opening hours, email - record it here and then keep consistent!

### Contact Info

Telephone, Address,  
Email, Fax etc...

\*put a star by your  
preferred method of  
contact

### Opening hours

What hours will you be  
"in store" or available  
to pick up the phone?

How quickly will you  
respond to emails?

### Other structured data

Any information you can 'tag'  
and 'define'. This could be  
recipes, how to's, reviews,  
information about products,  
ticket prices etc...

# Perfect Customer

Customer Name: \_\_\_\_\_

HAIR AND EYE COLOUR

EMPLOYMENT AND INCOME

CLOTHES AND STYLE

FAMILY STATUS

HOBBIES

SOCIAL MEDIA PROFILES

FEARS

PROBLEMS

DREAMS

# Problem > Solution

My perfect customers mindset, beliefs and values are

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My customer can relate to me because

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They want \_\_\_\_\_.

because \_\_\_\_\_

They are hesitant about \_\_\_\_\_

because \_\_\_\_\_

My offer will help them overcome their hesitancy by

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My customer struggles with

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My offer will help with that by

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# Functionality

What do you need your website to do for you?

## Forms

What information do you want to collect from your customers?

Telephone, Address, Email, Fax etc...

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## Call to actions

What is the main task you want your customer to do?

Book / Call / Email etc...

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## Other functionality

Do you need to charge your customers for anything, will you require a full e-commerce site, or memberships etc..

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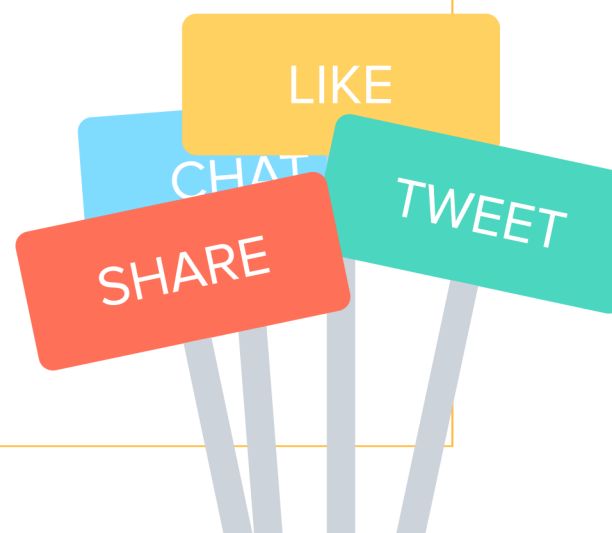
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## Task

Which social platforms are you going to focus on? Do you need to setup a business social account? What is the optimum way to post on that platform - blog, image, short text, video

A large, empty rectangular box with a thin orange border, intended for the user to write their answers to the task questions.



# Goals

Date: \_\_\_\_\_

S M T W T F S

Main Focus

My Goals	Actions to Take

# Monthly planner

Sun	Mon	Tue	Wed	Thu	Fri	Sat

PRIORITY

# Daily planner

DATE \_\_\_\_\_

WAKE TIME

TODAY'S MANTRA

## SCHEDULE

8:00	_____
9:00	_____
10:00	_____
11:00	_____
12:00	_____
13:00	_____
14:00	_____
15:00	_____
16:00	_____
17:00	_____
18:00	_____
19:00	_____
20:00	_____
21:00	_____
22:00	_____
23:00	_____

## TOP PRIORITIES

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

## TO-DO LIST

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
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## MEMO

## DAILY REFLECTION

# End of module 1

## Checklist

In this module you should have got everything down on paper, helping create structure and goals, giving you writing / keyword prompts, and helping you sort through your thoughts and ideas without boxing you in.

- ✓ I have a clear plan that I can refer back to and build on continuously
- ✓ I have a deep understanding of my customer and know what they need and how they will find me
- ✓ I am clear on the facts of my business and how I will interact with my customers
- ✓ I have set a schedule to stay consistent and keep building on my business
- ✓ I have set myself hard to reach goals and know how I will track my progress and celebrate my achievements



*I Create My Own Path and Walk It with Joy*

MARYADA RAM

# Notes

Date :

# Notes

Date :



