

CREATING A BRAND THAT CONVERTS



KARIMACREATIVE.COM

STEP ONE

CHOOSING YOUR NAME

Are you using your name or creating something brand new? If you are not naming your business or brand after yourself, it is important to name your business something that YOUR target audience will resonate with.

Remember: it's always about them, not us.

CONSIDER THE FOLLOWING WHEN CHOOSING YOUR BUSINESS/BRAND NAME:

- **How does it sound when you say it out loud?** Sure, it may look nice typed out, but is it awkward to say? It should be flow easily off the tongue when talking about your business/brand to others!
- **Does it have a meaning?** When your name means something to you, it will mean something to your audience, as well.
- **A little alliteration** -- see what I did there? ;) Using alliteration is a simple way to ensure your audience can remember your brand. Examples: Dunkin Donuts, Best Buy, PayPal
- **Is it too long?** Consider the length of your brand name when creating it. A longer brand name may be more difficult for your audience to remember. Additionally, it may be more difficult to translate into a logo.
- **Include what you do in your brand name.** This will keep your brand in your audiences' mind when they're considering the service you provide. Again, consider brands like Dunkin Donuts and PayPal – it is clear what service they're providing, just from their name!

BRAND NAME CHECKLIST

IS YOUR BRAND...

- ☐ **Named after you?**
ie: Karima Creative, Jenna Kutcher, Amy Porterfield
- ☐ **Incorporating what you do in the name?**
ie: Dunkin Donuts, Planet Fitness, Wanderlust Travel Planning
- ☐ **Reflective of your ideal clients/ audience?**
(Who you do it for!)
ie: Heart-Centered Entrepreneurs, Goal Diggers
- ☐ **Representing the values or message of your business?**
ie: The Honest Company

IF YOU ANSWERED "NO" TO ALL OF THE QUESTIONS, CONSIDER RE-THINKING YOUR BUSINESS/BRAND NAME TO BE MORE FITTING WITH YOUR BIZ + GOALS.



STEP TWO

YOUR MISSION/ WHY

When you identify the mission behind your business, you understand and can do the necessary work to fulfill that mission.

In other words, figure-out-your-why!

It's not only important for you to understand your mission, but also to communicate this mission to your target audience.

When you clearly communicate your mission, you will attract YOUR audience.

Mission Statements to get you inspired:

Starbucks: "To inspire and nurture the human spirit — one person, one cup and one neighborhood at a time."

Orange Theory: "Our Heartbeat is to deliver proven fitness results for a healthier world."

Apple: "Bringing the best user experience to its customers through its innovative hardware, software, and services."

MISSION SELF-CHECK:

DO YOU HAVE A MISSION STATEMENT FOR YOUR BRAND?

Yes No

IF YES, DOES IT CLEARLY DEFINE WHY YOU ARE DOING WHAT YOU ARE DOING?

Yes –
awesome, move on to
step 3!

No –
consider updating it to
represent your WHY.

STEP THREE

YOUR IDEAL CLIENT



When you first started your business – what was the FIRST thing you started to identify and define? Was it your logo, maybe what service or product you were going to provide?

One of the top two things to identify when starting your business/brand is WHO your target audience is.

It's difficult to attract your tribe if you don't know who they are.

WHAT IS HIS/HER NAME, AGE, AND GENDER?

WHAT IS HIS/HER LOCATION AND OCCUPATION?

WHAT ARE HIS/HER HOBBIES AND INTERESTS?

WHAT ARE HIS/HER VALUES, PRIORITIES, AND RESPONSIBILITIES?

WHAT ARE HIS/HER DESIRES, DREAMS, AND GOALS?

WHAT ARE HIS/HER FEARS, LIMITING BELIEFS, & CHALLENGES?

WHAT DOES HAPPINESS OR SUCCESS LOOK LIKE FOR HIM/HER?

STEP FOUR

YOUR LOGO

When many entrepreneurs start a business, a logo may be the first thing they think they must have. The truth: anyone can design a logo, but what's important is a logo that makes sense for your business + goals.

Having a logo that truly represents the values of your brand allows for your target audience to immediately connect with your brand. A logo is the first impression your audience gets of your brand -- you want to make sure it's good.

LOGO SELF-CHECK:

DOES YOUR LOGO LOOK PROFESSIONAL OR DIY?

A) PROFRESH! B) DIY

DOES YOUR LOGO ALLOW THE BRAND TO GROW/ PIVOT?

A) YES! B) NOT REALLY

DOES YOUR LOGO LOOK UNIQUE OR GENERIC?

A) UNIQUE B) GENERIC

DOES YOUR LOGO CONVEY THE PERSONALITY OF THE BRAND?

A) YES B) NO

IS YOUR LOGO CLEAN AND UNCLUTTERED?

A) YES B) NO

IS YOUR LOGO EASY TO READ AND UNDERSTAND?

A) YES B) NO

WILL YOUR LOGO TRANSLATE WELL IN BOTH COLOR AND BLACK AND WHITE?

A) YES B) NO

IS YOUR LOGO TIMELESS?

A) YES B) NO

If you answered "b" to more than 3 of these, consider what updates your logo may need + how you can implement these changes.

STEP FIVE

BRAND COLORS

The colors chosen for your brand should represent the personality of your business -- is it feminine, quirky, modern, sophisticated, calm, eclectic?

Consider your brand colors as the “outfit” of your business. When looking at the colors someone chooses to wear, you’re able to immediately tell a lot about that person. When choosing your brand colors, it’s important to identify what you are trying to communicate.

This color palette should include 5 – 8 colors.

COLOR PALETTE SELF CHECK:

ARE YOU USING A CONSISTENT SET OF COLORS FOR YOUR BRAND?

YES NO

DO YOUR COLORS REINFORCE THE PERSONALITY OF YOUR BRAND?

YES NO

DO YOU HAVE 5-8 COLORS IN YOUR PALETTE?

YES NO

ARE YOUR COLORS APPROACHABLE AND APPEALING TO YOUR TARGET AUDIENCE?

YES NO

IS YOUR COLOR PALETTE DISTINCT AND DIFFERENT FROM YOUR COMPETITORS?

YES NO

If you answered “no” to more than 2 of these questions, consider what changes you can make to have a stronger color palette that makes a bigger impact.

STEP SIX

TYPOGRAPHY

One thing that allows customers to identify a brand as professional is consistency. Consistency in their service, their logo, colors, fonts, language, imagery.

The fonts you choose and the role you assign to them allows for your marketing to create a consistent image and message to your audience.

4 THINGS TO CONSIDER WHEN BUILDING YOUR FONT PALETTE:

1. Choose fonts that reflect the personality of your brand
2. Choose timeless fonts, not just trendy fonts
3. Assign roles for your fonts - header font, subheader font, body copy
4. Use 4 or less fonts - less is more

FONT PALETTE SELF-CHECK:

ARE YOU USING A CONSISTENT FONTS FOR YOUR BRAND?

YES NO

DOES YOUR FONT PALETTE CONSIST OF 2-4 FONTS?

YES NO

DO YOUR FONTS REINFORCE YOUR BRAND PERSONALITY?

YES NO

DO YOU FONTS HAVE SPECIFIC ROLES (HEADERS, BODY COPY, ETC)?

YES NO

DO YOUR FONTS COMPLEMENT ONE ANOTHER?

YES NO

ARE YOUR FONTS LEGIBLE TO YOUR AUDIENCE?

YES NO

If you answered "No" to more than 2 of these questions, consider what changes your font palette may need to resonate more with your audience.

STEP SEVEN

PATTERNS & TEXTURES

Some additional elements to include in your brand are patterns and textures.

Consider these elements the “accessories” to your color and font palettes.

The personality of your brand can flourish when using the right patterns and textures for your business. Incorporating these throughout your marketing will create a consistent message and enable your audience to remember your brand and show that you walk the walk.

PATTERNS & TEXTURES SELF-CHECK:

DOES YOUR BRAND HAVE DEFINED PATTERNS AND TEXTURES?

YES NO

DO THE PATTERNS AND TEXTURES REINFORCE THE PERSONALITY OF YOUR BRAND?

YES NO

ARE YOUR PATTERNS BEING USED CONSISTENTLY?

YES NO

DO YOUR PATTERNS/ TEXTURES MAKE SENSE TO RESONATE WITH YOUR IDEAL CLIENT?

YES NO

If you answered “No” to any of these questions, consider what changes you can make to incorporate consistent patterns that actually help elevate your brand and work with it!

STEP EIGHT

YOUR WEBSITE

We've almost covered it all – colors, fonts, logo, name, all that's missing is a central place to house it all: ***so here's where a good website comes in.***

Your website should walk your audience through the selling process – they should get to know you, understand your brand and what you're offering, and be able to quickly identify how to purchase from you. Your website should act as your best sales employee and make you \$\$\$!

WEBSITE SELF-CHECK:

DOES YOUR WEBSITE SHOWCASE “ON-BRAND” IMAGERY?

YES NO

CAN YOUR AUDIENCE QUICKLY IDENTIFY HOW TO CONTACT YOU ON YOUR WEBSITE?

YES NO

CAN YOUR TARGET AUDIENCE QUICKLY IDENTIFY WHAT YOU PROVIDE AND WHO YOU SERVE?

YES NO

DOES YOUR WEBSITE VISUALLY APPEALING ON MOBILE DEVICES?

YES NO

DOES YOUR WEBSITE HAVE CLIENT TESTIMONIALS ON THE HOMEPAGE?

YES NO

DOES YOUR WEBSITE HAVE A CLEAR CALL TO ACTION?

YES NO

ARE YOUR PATTERNS/TEXTURES INCORPORATED INTO YOUR WEBSITE?

YES NO

If you answered “No” to 4 or more questions, consider what updates to make on your website to effectively connect with your target audience.

NEED SOME HELP?



I am here for you! Email me with
any questions you have on
creating a brand that converts.

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