

MY CREATIVE TO-DO LIST

STAGE 1: BRANDING

- Gather three logos that inspire you, and tell us why
- Name three colours you love, and tell us why
- Describe your business in three or four separate words
- Describe, in great detail, your ideal customer
- What do you ideally want this customer to say about you?



Done!

STAGE 2: ONLINE PRESENCE

- Send us the links to three websites you love
- Save all your images, head shots and product shots
- Start a Google Doc and start typing content ideas
- Ask for testimonials from your best clients
- List the words would you use if searching for your service/product



Done!

STAGE 3: FINDING CUSTOMERS

- Describe, in great detail, your ideal customer (from stage 1)
- List the physical places your ideal customer hangs out
- List the online places your ideal customer hangs out
- List topics they might research online before deciding to buy from you
- Are you naturally 1) the life of the party 2) pretty social 3) best alone
- What are YOU an expert in?



Done!

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WORDS + IDEAS + DESIGNS