

THE *Checklist*

FOR YOUR NEW BUSINESS
BRAND OR WEBSITE

Harmony Portiere

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YOU BY HARMONY.COM

THE EASIEST BUSINESS STARTER KIT

This checklist is part of my all-in-one business start-up kit. To get your free copy of the full business start-up kit visit <https://www.youbyharmony.com/free> today.



NEW BUSINESS, WEBSITE OR BRAND | CREATOR'S CHECKLIST

· BRAND IDEA/BUSINESS PLAN

Before you start your business venture, you will need to establish where you are going and how you will get there with a business roadmap. Download yours free today at:

Easiest Business Plan Template Ever:
YoubyHarmony.com/free

1 BRAND STYLE + Demo Links

- ☐ Brand Personality Choice · [LINK](#)
- ☐ Brand Colors Palette Number · [LINK](#)
- ☐ Logo Style Number · [LINK](#)
- ☐ Brand Mood Board: 4-8 Pics · [LINK](#)
- ☐ Web Design Style Number · [LINK](#)
- ☐ b
- ☐ You As The Brand: Features List

Tip: Collect Free Mood Board Pics From Here:
Pixabay.com | Unsplash.com | Pexels.com

2 BRAND FACES

- ☐ Photos of You
- ☐ Photos of Your Team
- ☐ Photos of Your Facility and/or Storefront
- ☐ Photos of Your Products or Services
- ☐ Photos of Your Board of Directors
- ☐ Photos of Your Events, Activities, Services
- ☐ Videos: All Products, Services, Team,

3 BRAND STORIES

- ☐ Company Story or Personal Biography
- ☐ Bio/Profile for Each Team Member
- ☐ Slogan, Motto, Mission, or Vision
- ☐ Philosophy or Core Values
- ☐ Products or Services
- ☐ Pricing List

4 BRAND ACCOLADES

- ☐ Testimonials and Reviews Text
- ☐ Testimonial Photos and/or Videos
- ☐ Reviews or Ratings: Third Party Platforms
- ☐ List of Clientele or Collaborators
- ☐ Press: Any Publication Featuring You
- ☐ List of Awards
- ☐ Resume
- ☐ Portfolio

5a PRINTED MATERIALS

- ☐ Brochures
- ☐ Flyers
- ☐ Books
- ☐ Other

5b ACCESSORIES

- ☐ Patterns
- ☐ Textures
- ☐ Fonts
- ☐ Symbol

5c LEGAL

- ☐ Terms
- ☐ Policies
- ☐ Disclaimers

BRAND MAGAZINE

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