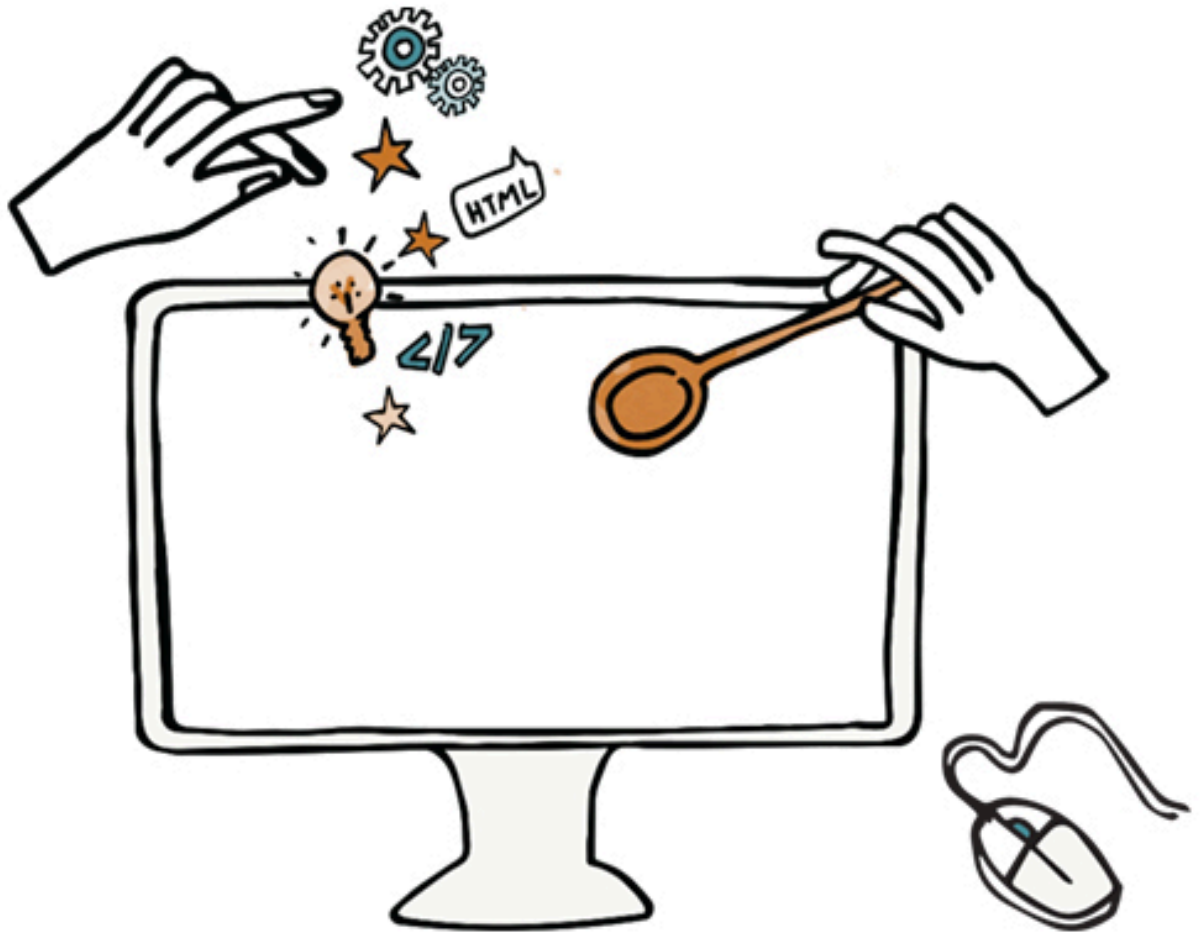


THE Website Chef



New Business Guide

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Defining your business personality will help you with marketing your business and attracting the right clients. The steps below will help you with some key elements.

1. Business Name

Have you decided on a name for your business? If yes, proceed to Item 2.

If no, here are some things to keep in mind:

Choose a name that appeals to you and that will appeal to the type of customers you want to attract.

Keep it short and clear and memorable. And make sure it's easy for people to spell!

Decide what you want the name to communicate. It should reinforce the key elements of your business.

As an entrepreneur it's easy to think in terms of using your name for your business. Think big! What if you decide to sell your business in a few years?

2. Register Your Web Address (Domain)

Once you've decided on the name for your business register the domain, even if you're not yet ready to create your website. You can add hosting later. See my [Hosting Guide](#) for tips on what you need for hosting.

You can register the domain by going to the website of any domain registry such as DreamHost, Name.com and Name Cheap or any hosting company. Registering the domain is an annual cost.

3. Business Colours

What are the colours you're using to represent your business? Do they present the image you wish to convey? You may find my Colour Toolkit helpful in choosing colours.

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4. Logo

A logo isn't critical for your business nor does it have to be an image. It can simply be the way you always write your business name – the same font, same colour, etc. But if you'd like to create a logo there are some online resources that can help you get started.

<https://www.designevo.com/> is a great starting point and source of inspiration and let's you create your own logo by choosing from an assortment of designs that might fit your business. Or you can hire a graphic designer to create a logo for you.

5. Values

Identifying your values is an important part of your business foundation. It will help guide you through any challenges that come up in the course of doing business as well as attracting the perfect clients.

6. Tagline

A tagline is a short sentence that describes your business or what makes you stand out from your competitors. Think of De Beers – “A Diamond is Forever”, Nike’s “Just Do It” or Apple’s “Think Different.”

One approach for coming up with your tagline is to just start writing a couple of sentences about your business. Then go back a couple of times and refine it until it's a short.

Your tagline will likely be used on flyers, stationary, signs, business cards, social media and your website. It's an opportunity to grab attention and make your customer want to learn more.

Another approach is to list the features and benefits that are unique about your service or product. Then identify what aspect of your service or product that makes you stand out from your competitors. Create a short, concise phrase about your business.

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7. Types of Images

Deciding on the types of images you're going to use to represent your business not only fits into your brand personality but it will make your marketing efforts a lot easier.

Are you going to use photographs or illustrations?

If photos, what type of photos will best represent your business? Sometimes finding the right images for a service business when you don't have any physical products can seem like a challenge. You may show images of happy clients using your service. Or photos of you and your team at work.

If you're going to use illustrations think about the types of images you'll need and whether you can find stock images that will fit or you'll have to commission them from a graphic artist.

Before you commission any artwork or purchase any photos know what size images you'll need. Different use of the images (flyers, stationary, signs, business cards, social media and your website) will demand different size and resolution. See my [Images and Video](#) Guide for sources of stockphotos and videos you can use. Talk to your web developer to see if they have any image requirements for your website.

8. Font

Deciding on which font to use will help convey your business personality. Your choice of clothes says something about you. Well, so does your choice of font. This blog post is a good starting point:

<https://www.crazyegg.com/blog/finding-the-right-font/>

There are generally four types of fonts to consider: serif, sans-serif, display and handwriting.

- Serif are the fonts that have little 'feet' like Times Roman. These tend to be associated with words like tradition, respectable, reliable, comfort.
- San-serif are clean with no embellishments.
- Display are fonts that are good headline fonts with lots of impact.
- Handwriting fonts are also known as cursive and resemble handwriting, as the name implies.

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8. Font (continued)

This resource has a good description of what the various font styles say about you. <https://www.crazyegg.com/blog/psychology-of-fonts-infographic/>

If you're a wedding florist you might prefer a flowery, ornate font. That same font wouldn't work if you're a steel manufacturer or a plumber.

It's good to pick two fonts, one for headings and the second for the body. You'll use these in the same types of documents mentioned above (flyers, stationary, website, etc.). Or you can use one font but using different styles like italics and all caps to make it more interesting.

Canva has a great resource about pairing fonts that I highly recommend. <https://www.canva.com/learn/the-ultimate-guide-to-font-pairing/>

You can find lots of free fonts at <https://fonts.google.com/>

9. Social Media Presence

Even if you're not ready to jump into social media yet, it's a good idea to reserve your name on the various social channels. Set up accounts under your business name on all social media accounts such as Facebook, Instagram, Twitter, etc. This prevents anyone else from using the name.

In Facebook you log into Facebook under your personal profile and create a Page for your business. Once you've created the page and clicked Publish to save everything you can go back and unpublish it until you're ready to set it up properly and use it.

In Twitter and Instagram you can set up the accounts and just leave them dormant.

10. Website

Now that you've got the foundations set up it's time to plan your website. You can find out more about this process in my Website Planning Toolkit <https://the-website-chef.com/website-planning-guide/>