



Creative Soul  
DESIGN STUDIO

Planning Your Soulful Brand & Website Workbook

## Hello Creative Soul!

This worksheet is designed to start you thinking about what you need to research and gather together before diving in and creating the branding and website for your soulful business.

Whether you are going DIY or going to use a designer then this worksheet aims to give whoever it is that is designing your branding and website the understanding of your soulful business so that they can go forward and create a beautiful visual identity for you.

Firstly what is your message? What do you do?

If you haven't identified this yet then I suggest you do some work delving into finding your message to the world and your ideal customer.

Let's start with your logo & branding...

What are your favourite compassionate businesses right now and what do you like about them? How do they make you feel?

What are your favourite logo's and what do you like about them?

Is there a symbol, shape, pattern or style that you really want to become your logo design? Sketch it or stick some pics here.

How do you want your customers to FEEL when they come across your brand? Think feelings, write them down.

Let's think about fonts - Fonts can give a very different feel to your brand. Handwritten fonts may feel friendly, where as simple sans serif fonts might give a clean minimalist look.

Have a look on <http://www.dafont.com> or <https://www.fontsquirrel.com> and write down some fonts you like here.

Let's think about colours - Using the theory from colour therapy your colours are very important in bringing a certain mood or feel to your branding. Read my blog post <http://www.thecreativesoulstudio.com/using-colour-to-connect-with-your-audience> and decide what you think will suit your brand best, Maybe a combination of the two?

Do a mood board - After thinking about all of the above try looking at books, pinterest and magazines and put together a little mood board of colours, images, words and fonts that you think gets across the 'feel' of your business. Take a pic on Instagram and tag me @creativesoulhatti so I can see your mood board too! If you make one on Pinterest take a screen shot and show me it too!

## Your Soulful Website

So once you have your mood board and visual identity planned this can feed straight into all of your online presence, including your website. Your website is really important in getting your message to the world and attracting people to work with you. But you need to think what your website is actually for? Tick the boxes to get an idea of what role your website will play.

Is it just a business card to tell people what you do and why?

Is it a portfolio?

Is it a blogging platform?

Is it a shop?

Is it a place where people can learn/ network/ be a member?

Is it all of the above?

How do you want it to feel/ look? Circle them below and add your own.

minimalist/ friendly/ fun/ trustworthy/ spiritual/ natural/ clinical / feminine/ professional/  
bright/ light colours/ dark colours/ serious/ simple/ masculine/ dreamy/ eclectic

Anything else?

### **There are some things you really need when setting up your website**

Domain name – Do you have your own domain name? Will it be called by your business name or something that relates to it? You need to search to see if your favourite domain name is available on <https://www.123-reg.co.uk> and remember to choose one of the most popular like .com if it's available as this is what people will remember the most.

Professional photographs – Will you need photos taken of you, your work, salon, studio, retreat?

Will you use stock photos? You can find many free stock photos on <https://stocksnap.io>, <https://unsplash.com>, <http://www.splitshire.com>,

Will you use illustrations? You can find illustrations on <https://www.vectorstock.com>

Content – will you write the content yourself or will you get the help of a professional content writer?

Testimonials – It's so great for people to hear from your happy clients on your website and a pic of their happy smiling faces too! Start collecting them now.

## What websites do you like?

Take some time to have a little scoot around the internet and take a look at your favourite soulful business' websites and what you like about them. What make them feel most authentic and reaches out to your soul? What keeps you engaged? What is fun and friendly?

Have a think about how you will engage with your customers through your website. Will you do a blog or give away free information somehow? Think about what your ideal client might really need and how you can help them out and make their life easier or happier. Write down some ideas of blog posts or something you could give away free on your website.

Once you have had a scoot around and checked out some other websites you like, you have an idea of the functions you like and what you think would work for yours. Here is a wishlist to help you. You can add the website and what function you liked on there so that when it comes to building your website you know what you'd like to add.

I love this!	Who does it best?
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## Offline Marketing

Once you have a 'soulful visual identity' and a website (or some sort of online presence), you will need to produce some sort of printed offline marketing materials. This will depend on the business itself as to how much or little you will need. If you are only selling and working with people online you probably won't need any printed materials. If however you are planning to promote what you do locally or you are a shop you will need to be thinking about printing offline marketing.

Being a compassionate business it is good to think of the environmental impact of printing lots of marketing material, so why not consider doing things slightly differently. How can you make an impact with smaller well designed marketing and shorter print runs? Do you actually need business cards? Can your brochures be online only? What can grab your customers attention but not come as a massive cost to you or the world!

Make a list of the printed marketing materials you think you might need and ways you could lessen your environmental impact.

And finally - Enjoy the process! You are creating your beautiful soulful brand here so have fun with it and make it really great. If you get the basics started then you make it so much easier and quicker for your designer, or it might even inspire you to do it yourself through my online courses that are coming very soon!