

GUIDE TO A GREAT BRAND

SIMPLE ACTIONS YOU CAN START TODAY TO START THE JOURNEY OF EXPANDING YOUR BRAND WITH LITTLE TO NO INVESTMENT

There are lots of ways you can make your brand great and there are many things you could pay top dollar for the expand your business. Here are just a few free and cost-effective ways that you can begin today.

CREATE A PROFESSIONAL FACEBOOK PAGE

ACTION #1

COST OF ACTION

Free

WEBSITE REQUIRED?

No

1. Log in to your personal Facebook Page.
2. On your menu, select "Create Page".
3. Enter your business info and details.
4. Add a profile image (your logo would work) and a cover image.
5. Publish your page and start inviting people to Like and Follow.

It's always a good idea to separate business and pleasure. Even on social media. Let clients and followers know that you're real but they don't need to know that your niece's cat just had kittens. TIP: After you post on your Business Page, share to your personal page to expand your post's reach.

SCHEDULE YOUR SOCIAL MEDIA POSTS

ACTION #2

COST OF ACTION

Free (upgrades available)

WEBSITE REQUIRED?

No

1. Go to [Hootsuite.com](https://hootsuite.com) and create a free account.
2. Connect with up to 3 social media accounts. Facebook, Instagram and Twitter are three that many businesses use often.
3. Start scheduling your posts. Doing them weekly is a good practice.
4. Optional: Download the Hootsuite app so you can schedule posts on the go.

No matter how flexible your schedule is, no one has time to post on a regular basis. When you post consistently, it increases the amount of people your posts are shown to...more eyes means more potential for interaction and response. TIP: Don't make every post a selling point; post something funny or colleagues' events.

SET UP ONLINE SCHEDULING

ACTION #3

COST OF ACTION

Free (upgrades available)

WEBSITE REQUIRED?

No

1. Go to [AcuityScheduling.com](https://acuityscheduling.com) and create a free account.
2. Set details including appointment types, your availability and payment settings.
3. Add your scheduling link to your website or social media profile(s).

Skip the back and forth conversations and text and messages. Trying to figure out what day is good for me and what time is good for you can be confusing. With online scheduling, allow clients to choose from your available time slots. TIP: Connect it to your calendar so you never miss an appointment.

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CREATE AND USE AN EMAIL LIST

ACTION #4

COST OF ACTION Free (upgrades available) **WEBSITE REQUIRED?** No

1. Go to [MailChimp.com](https://mailchimp.com) and create a free account.
2. Create your mailing list and sign-up form.
3. Offer a free PDF download like this simple guide filled with good info for your niche in exchange for new followers.

If they signed up to get your emails, they're interested in what you have to offer. This is an easy way to tap in to potential clients and connect with new clients for additional services. TIP: Make sure your emails/newsletters provide good quality content as well as sales and events that are coming up.

CREATE A ONE-PAGE WORDPRESS WEBSITE

ACTION #5

COST OF ACTION \$14 (for the first year) **WEBSITE REQUIRED?** Yes

1. Go to [GoDaddy.com](https://godaddy.com) and select the \$1 per month hosting plan that you'll go to. Select your free domain name. *Use this link to go directly to the special.*
2. Create an account and complete check out.
3. Connect your domain with your hosting, then use the Go Daddy wizard to install and activate WordPress. *Just follow the steps in the wizard.*
4. Find a free one-page WordPress theme you like and install it. You can find some great ones on the [One Page Love](https://onepagelove.com) website.
5. Add content to your website and publish it to share it with the world.

Having your own brand website is a huge step but it is necessary for business owners. WordPress provides a low-cost way to share your brand via the Internet. And one-page themes are perfect for starting out because of their simplicity and professional layouts. TIP: Connect your mailing list from Action #4 so that people can sign up directly from your website.

What actions will you take this week?

- Create a professional Facebook page.
- Schedule your social media posts.
- Set up an online schedule.
- Create and use an email list.
- Create a One-Page WordPress website.

WAS THIS GUIDE HELPFUL?

Email me to let me know if this guide was helpful. You can also contact me if you have questions about anything that was presented.

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