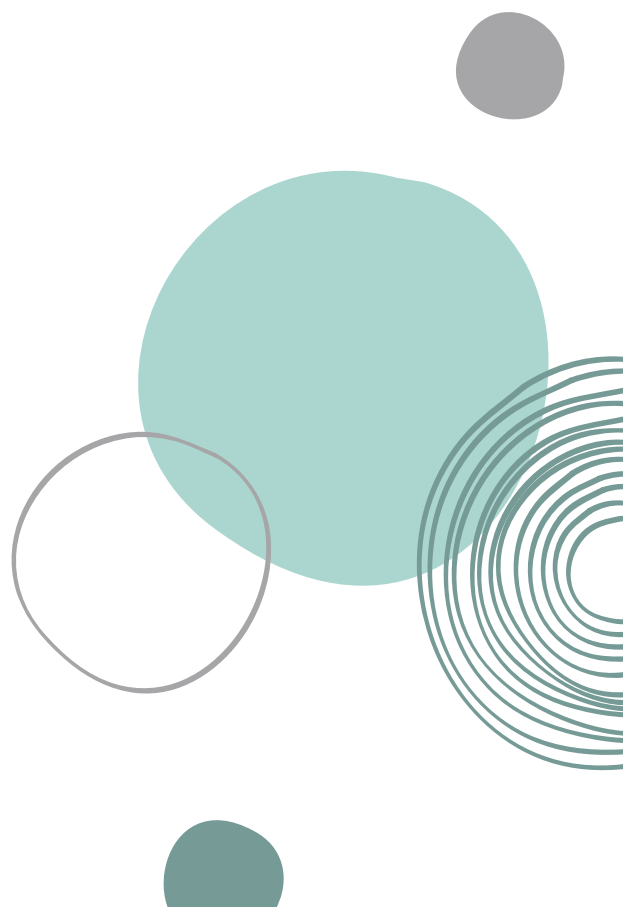
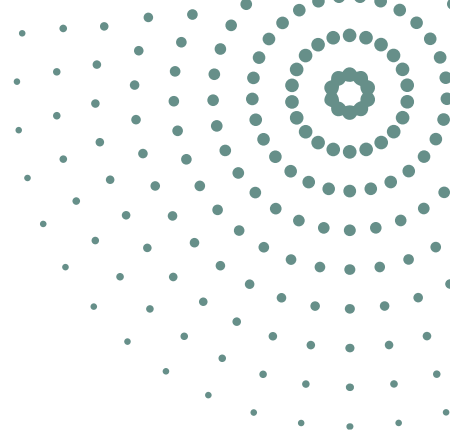


Build Your Business

- ☐ Nail your niche
- ☐ Decide your name
- ☐ Buy your URL
- ☐ Grab your social media handles
- ☐ Determine your brand colors
- ☐ Create a logo
- ☐ Decide on your website platform
- ☐ Map out website pages and copy
- ☐ Build your website
- ☐ Make graphics
- ☐ Practice self-care throughout



The Details

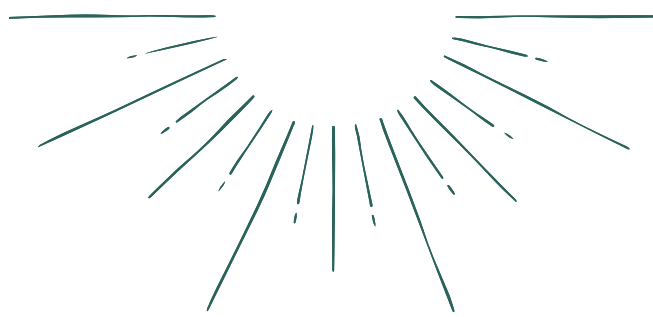


Nail Your Niche

You probably already have an idea of what you'd like your own business to be or else you wouldn't have wanted this checklist. But have you taken time to niche down on your idea? That means being *super* specific on who you'll be serving and selling to. I'll use myself as an example. While I am considered a business coach, my niche is working with folks who have a chronic health condition and who have a business or are interested in creating one. By going this deep into who you'll be serving, your marketing materials and messaging can be laser-focused, helping your perfect customer/client find you sooner.

Decide Your Name

It's easy to get stuck on this step, so try to not overthink the whole thing. What has always helped me in naming a business (and I've had many) is to just start writing down a bunch of ideas to see what comes up. Use an online thesaurus to help give you word alternatives, and let your creative juices flow. Once you have your favorite few, go to a domain provider (I use [Gandi.net](https://gandi.net)) to see if that name has an available URL. If not, keep brainstorming until you find a name that's available and that you're satisfied with. It's great to have a business name that you're in love with, but it's also okay if you're just in the friend zone.

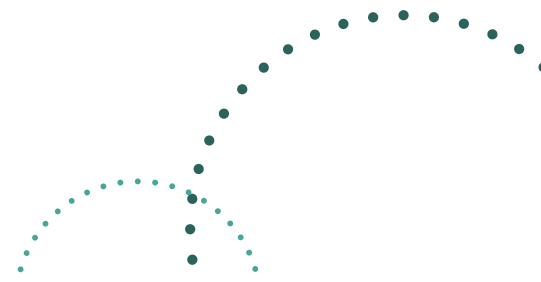


Buy Your URL

Since you've just learned that the name you're happy with is available, go ahead and purchase that URL! While it's easy to go all in with your new business, chances are you won't need the .org/.net options at the moment -- if ever. Through the years I've purchased countless URLs that went unused. Save the money while you're just starting out and only grab your dot com address. You can always purchase those additional domains down the road if you need to.

Grab Your Social Media Handles

Now that you have your name and it's all official with your URL, log into your favorite social media platforms and see what names are available. In a perfect world, your new business name will be open for you to snatch up. But if it's not, find ways to slightly tweak the name until you arrive at an open handle. An example of this is if your business name is BeachTowelsRUs.com but the Instagram handle is already taken, look for alternatives such as BeachTowelBiz or BeachTowelsRUsBrand or something like that. Whenever possible, do what you can to keep your business name in the handle.



Determine Your Brand Colors

Every brand has a color family that it uses to help with brand recognition. Take a moment and think about what colors you'd like to represent your business. Let's pretend you want purple to be your brand color. Do an internet search for [hex codes](#) (those are the numbers associated with each color). Once you find your perfect shade of purple, copy its hex code so you can use that later when you're building your website. Then, from that primary hex code color, you'll be able to find other shades of purple within that same color family. This will give you many options to go lighter and darker in the coloration on your site and in your graphics while staying visually appealing.

Create A Logo

If you're even slightly creative, Canva is a great place to start to create your own logo. On that site, there are a ton of customizable templates you can use as a launching point. Simply change the colors, maybe shift the position of an element, or combine a few elements to make your own unique design. If you give that a try and it's not working, check out a site like [Fiverr](#) to have someone else design a logo for you. In both cases, it's helpful to have a basic idea of what you want your logo to include. And remember, you can change your logo down the road if you're unhappy with what you're starting with. Feel weird about that? Don't. Think about how many times big brands like Google and Instagram have made logo changes through the years.

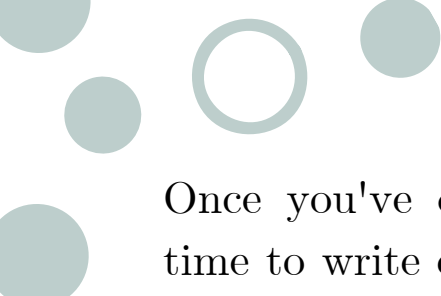
Decide On Your Website Platform

Depending on what your business needs are, you'll probably be able to build your own website. There are so many web builder platforms out there, with some being more user-friendly than others. In the past I've built several on Wix, Weebly, WordPress, and now on [EO Web Systems](#) (which is our sister company and obviously my *favorite!*). Gone are the days of needing to know code to build a site. While you'll likely have a bit of a learning curve (and that's okay!), chances are you'll be able to create a gorgeous site on your own. But if you're breaking out in a cold sweat just thinking about building your own site, I totally understand -- and I'm here to help! Send me an email at hello@EOWebSystems.com, and we'll set up a time for us to chat. I offer web design services that won't break the bank.

Map Out Website Pages And Copy

The beginning stage of a website is kind of like a vacant house. The frame is there, but it's empty and needs some of your personality to spruce it up. Whether you're building your own site or you're hiring someone to build it for you, you'll need to know what you'd like on your site. Start with determining what pages your site will include. Usually, a home page, a contact page, and an about page are great places to start. If you're offering a product, then you'll have a product page and a sales page (you know, so you can get paid!). Selling a course or membership? You'll also need to build out those sections so that your materials have a place to live behind the scenes.



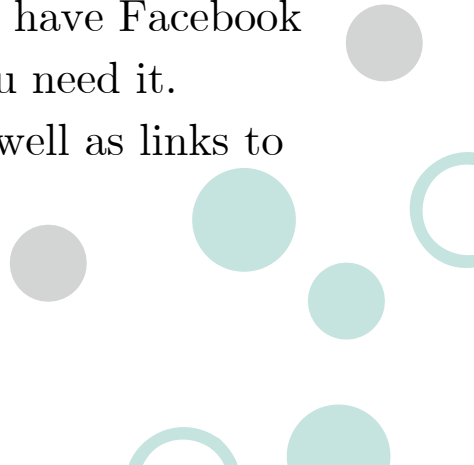


Once you've determined the pages you'd like on your site, it's time to write out what you'll put on them. In our house analogy, your rooms have been assigned (this one's a bedroom, that one's an office). Now it's time to decorate! I open up a new Google doc and just start writing things down. Eventually, my thoughts become clearer and my sentences are fully formed. From this point, you'll be able to easily copy and paste the words into your web builder.

Pro tip: Because we're working with technology, sometimes things get *wonky*. By writing everything in a different place (such as a Google doc), rather than directly in the web builder software, you're less likely to lose your content if there's a tech glitch. I speak from experience on this one, and it's a massive bummer.

Build Your Website

You've decided what pages your site will have. You've written all (or most) of the words you'll have on each page. Now it's time to design! Take everything you've already written and copy/paste it onto the appropriate web page. There's a good chance that this part will take longer than you think, especially if there's a learning curve involved, so please be kind and patient with yourself during this process. If you need help, most web platforms have Facebook groups or YouTube tutorials, so find help when you need it. Don't forget to use your brand colors and logo, as well as links to your social media pages.



Make Graphics

Utilize Canva for cute and customized graphics for your site and social media graphics. Sometimes just a dynamic border around an image makes things pop. Since you've already kept track of your hex codes for your brand colors, copy/paste the color you'd like into Canva to customize that graphic. Feel uninspired and need some help? Scroll through websites that you like for graphic inspiration. This checklist was created on Canva, as were the graphics for my websites + logos.



Taking care of yourself while you're building your empire is crucial. These are some self-care principles that might help make things easier:

- ✓ Work during the times you have the most spoons (capacity)
- ✓ Take plenty of breaks
- ✓ Drink lots of water
- ✓ Use blue-light-blocking glasses when you're using your electronic devices
- ✓ Give yourself way more time than you think you'll need to complete the project. Think it will take you a month? Double that so that you're not adding on more stress.
- ✓ Stretch often to help prevent a cranky body. Need some guidance? Join me in my live [Gentle Stretching classes](#), designed for folks who can get up and down from the ground. No sweating, just happy stretching with ample modifications given.

Extra Support

For further support on your entrepreneurial journey, join my donation-based business mastermind group. In the [Insiders Mastermind Group](#), you'll hang out with other entrepreneurs as you get help and support throughout your entire business journey. From the earliest creation stages to mapping out your next big idea, our members and I will help you gain clarity and give you loving feedback to help keep your momentum going.

And if you're looking for wellness techniques and support from someone who's also on the chronic illness train, check out my self-paced program called [Rituals For Longevity](#). Inside the program, you'll find over 30 (short) videos, nearly 100 pages inside the workbook, as well as guides and journal prompts to help you find the perfect blend of wellness Rituals.

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