

iDEEA¹⁸⁷

**LET'S GET READY FOR
OUR DISCOVERY CALL**

Welcome!

Welcome to iDEA187's Creator's Community! Here's everything you need to prepare for our upcoming call.

In the two checklists below, check off all the list items that apply to your new business. We will discuss both checklists in detail to determine if and how we can best serve your business.

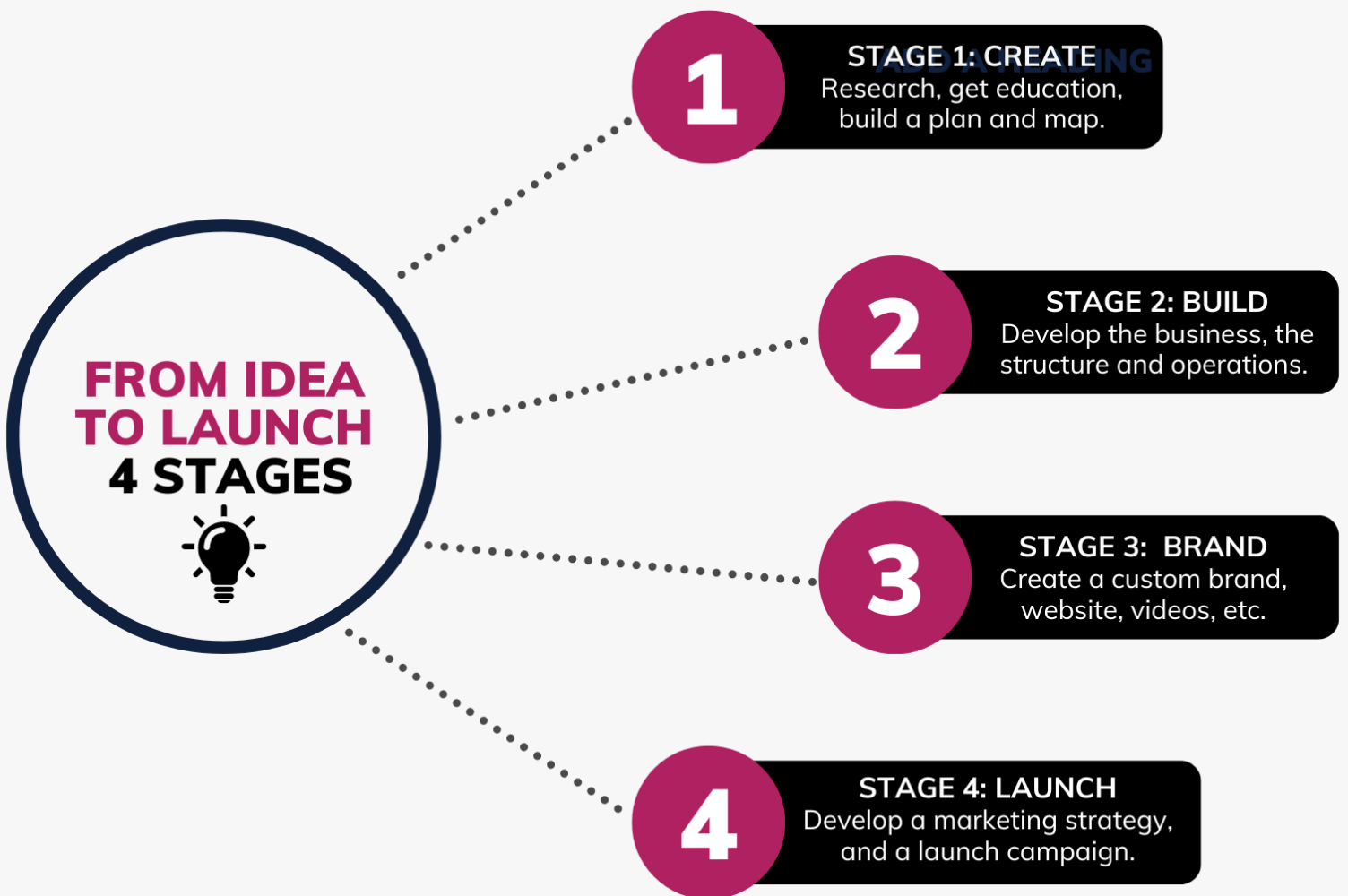
Happy Creating!

-Harmony

● 4 STAGES

YOUR JOURNEY TO LAUNCH

CREATE • BUILD • BRAND • LAUNCH



What Stage Are You In Your New Business?

Check off all the true items. Even when the statement is true, if you need assistance in an area, fill in the bubble to indicate we should discuss it during our call.

1 ● CREATE

I am still developing my business idea.

- I have a written business plan.
- I have an elevator pitch.
- I have completed a business start-up checklist.
- I have created a budget for start-up and operational expenses.

2 ● BUILD

I am still building my operational systems.

- I have created an onboarding/funnel/customer journey system.
- I have finalized my product/service and delivery method.
- I have completed my office administration systems.
- I have set up and tested digital apps/services to run the business.
- I have written systems-of-operations plans for every area.
- I have conducted tests for efficiency from start to finish.

3 ● BRAND

I am still working on developing my custom brand.

- I have completed a company website.
- I have developed a full brand (colors, fonts, logo, style, etc.).
- I have collected testimonials and reviews.
- I have an explainer/sales video.
- I have a dedicated sales landing page/funnel.

4 ● LAUNCH

I am almost ready to launch my business.

- I have a launch strategy and/or campaign ready.
- I have a marketing strategy consisting of two or more avenues.
- I have an approximate date when I plan to launch.

5 ● ACTIVE

My business is active and running, I am looking to make improvements.

Check off all the items that you already have for your business.



BRAND MAGAZINE

Set yourself apart by creating a custom Brand for your new business. For everything you need to know on how to create a brand from scratch, check out my

BRAND Magazine at iDEA187.com/shop

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](#)
- 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 And Activities
- Videos: Staff, Team, Products, Services Or Brand Related Videos

3 BRAND STORY

- 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

Next Steps

Now that you have completed your checklists, you are ready for our call. To better serve you, please arrive three minutes before your scheduled time and be sure to bring your completed checklists. Now, let's create something awesome... together!

OPTIONAL STEP:

To move your project to the fast lane, create a folder for each of the five categories in the business identity checklist on page four. Then, gather all the items you already have for your business and save them into their designated folders. You will then be one step ahead and ready to begin your project. For best results, always submit the highest quality/resolution/size files available for your media files.

FIVE FOLDERS

- 1 -Brand Style
- 2- Brand Faces
- 3- Brand Story
- 4- Brand Accolades
- 5- Printed Materials/Accessories



Starting A New Business?

Book A Free Consultation, And Let's Do It Together.

[LET'S CHAT!](#)

Already Have A Business Running?

Need A Little Help?

[COACHING](#)

Want To Stay Connected?

Let's Link Up!

[FOLLOW ME](#)

BRAND MAGAZINE



THE MOST POWERFUL TOOL
FOR YOUR NEW BRAND
CREATION IS **HERE**.

View The Trailer



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THE BUSINESS STARTER KIT

FROM IDEA TO LAUNCH IN 30 DAYS



- Free Course
- Free Workbook
- Free Audiobook

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This guide is a preview of my E-book **From Idea to Launch**, and also a companion of my free online course. Get the full starter kit, at iDea187.com today!

FROM IDEA TO LAUNCH BUSINESS PLANNER



- Keep Notes
- Track Progress
- Get Tips
- Resource Links

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