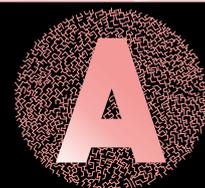


YOUR NEW BUSINESS

DESIGN CHECKLIST



Printable Checklist

Tips & Next Steps

Special Offers



Welcome!

to

Your New Business Design Checklist (After the legal stuff of course!)

What will you receive?

- A Printable Checklist
- Notes on each item of our Checklist
- Tips
- Next Steps after your checklist is completed
- Special Offers from the Ancrey Team

Want to skip our notes, tips, next steps,
and special offers?

Head to the last page for our printable
checklist.

You are about to embark on an exciting and new adventure: Entrepreneurship! We know the amazing feeling that comes with getting started but also the confusion and trials to getting every aspect of your business looking just right. We want to help you stand out from the crowd so here is our 'New Business Checklist!' from a Design & Social Media Standpoint. If you are not a new business owner - no worries, a few of the items on our list, could inspire you to make changes or upgrades to the current look of your business.

And if its something that you can't handle on your own - No worries! That is exactly why we are here! Visit [our website](#) or send us a message at 1-268-728-5314

To get the most out of this checklist, you will first need to do a quick assessment:

How much can you spend in regards to design and online marketing for your business?

This is a very important question as it will determine what options are available to you in order to get the right look for your business.

All of our consultations include a range of what you can expect to spend in getting your business look ready. To schedule a chat with one of our reps, visit our website at www.ancreydesigns.com/scheduleachat

Let's get started!



Your New Business Design Checklist

(After the legal stuff of course!)

1. Business Colors

Choosing a Color Palette is not just for your next home painting project but is important for your Business as well. Outside of the natural colors of your product (if you're starting a product based business), you might want to do a little research in Color Theory and how you want your customers and clients to feel when they see your business offerings and when they interact with your business.

Tip: Did you know that the color 'Cool Blue' is perceived as trustworthy, dependable, fiscally responsible and secure? According to Entrepreneur.com, Blue is considered serene and is well liked.



[Something for you to Google!](#)

2. Logo

After deciding on what **type of logo** that you want for your business, there are many options; if you are creative, you could take a swing at it yourself, try out an online generator or if your budget allows, get it professionally done. Our Graphic Designer Idris creates amazing Logos. You can check out his work [here](#). Ensure that you do get different sizes and file types for your logo. This is something Idris already does. You'll need to have:

- A version for your Social Media & Whatsapp DP
- A version for printing
- A version for your website
- Alternate versions that can be used on product photos (a version in Black, white or any other one color)

Before we forget, Our Graphic Designer Idris also creates Business Card Designs!

3. At least 50 Business Cards

There are also many great options out there when it comes to getting your business cards designed and printed.

It is important however to ensure that your Business card features all your business's contact info and be sure to double check that they are correct! These include:

- Contact Number(s)
- Email address
- Website domain (if you choose to get one)
- Your Business location or the country that you operate in (if applicable)
- Opening hours (if applicable)
- and even a list of your top services!



For printing your Business Card, be sure to shop around for the best options locally, regionally or internationally. If we're handling your design and printing, we work to offer the best options for quality, quantity and your pocket.

Tip: DO NOT BUY 1000+ BUSINESS CARDS FOR YOUR FIRST BATCH! Why?

The answer is simply, anything can change! These things include a new number or getting a new website or removing a service from your offerings! We recommend a batch of 50-100 at a time and ensure that you place an order for your new batch before your current batch runs out so you are never without!

Yankel's product/service photography costs include unlimited photos in the span of an hour!



4. A Photoshoot!

Whether you choose to do this on your own or hire our Photographer Yankel, having a few staged photos of your product or service helps to communicate directly with your audience what it is that you are selling.

These photos can then be used for your Social Media Channels, Flyers and Website depending on the quality.

Tip: Doing this on your own will require an investment of your time. Be sure to do as much reading and practicing as you can on the best ways to get great product photos with your phone or camera model, the importance of lighting and positioning.

5. Flyers

You already know what you are offering/selling and you definitely want your potential customer to know as well! Creating a captivating flyer that sells your service/product and provides your business's contact information is a very convenient way to market your business. Flyers can be printed and placed in locations with a good amount of foot traffic or kept digital and be easily shared via Social Media, Whatsapp chats and statuses.

Our Graphic Designer Idris is ready to help you create an eye catching flyer for your business! You can check out his previous work [here](#).



Idris offers a special package that includes flyer design & 10 other important design items to get for your business and a few of them are not on this list!

[Ask about our Standard B.I.D Package](#)

6. Complete Social Media Kit

This includes:

- Your Social Media Display Photos
- An eye catching Cover Photo (the first thing visitors will see on your Facebook Page)
- Branded Post & Story Templates for sharing your content
- Your first month of content in a [Content Plan](#)

[Something for you to Google](#)

Tip: Don't only focus on getting your Social Media channels to look amazing - Be sure to spend time configuring and editing the available automations and other available business features to get the most out of your Social Media channels.

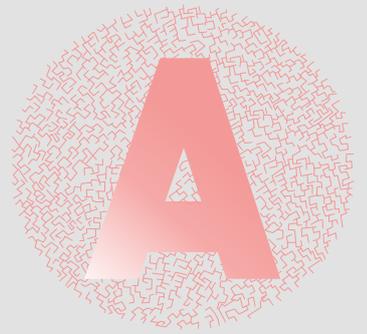
Our Graphic Designer Idris & Social Media Manager Dwana team up to offer our CSM Kits

Let's meet our team

Recommended

▼ before we move on to our Next Steps ►

Meet the team!



Web Designer

Annabelle Reynolds-Mannix

Social Media Manager / V.A.

Dwana Anderson



Brand / Graphic Designer

Idris Safwan Onimisi

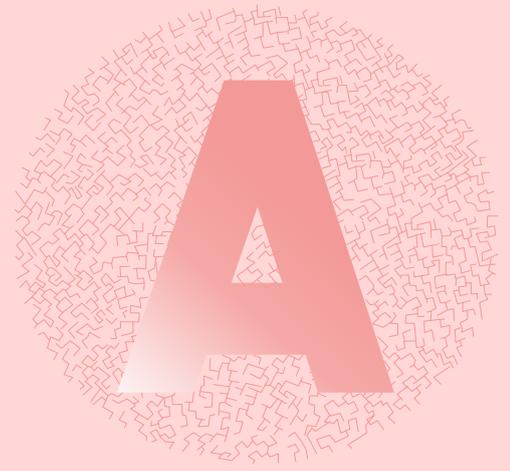


Photographer / Videographer

Yankel Porter



RECOMMENDED



Our Next Steps



T-shirt Design

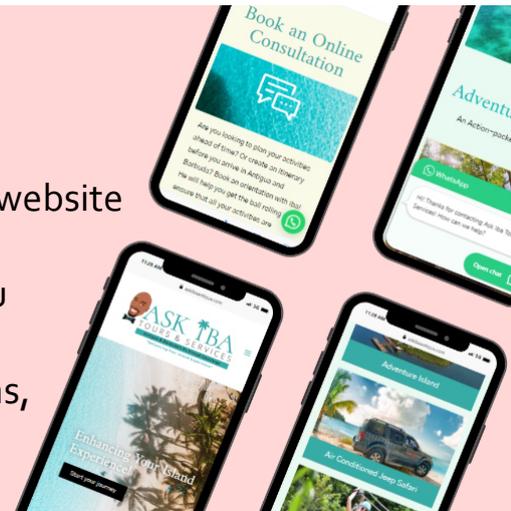
An intriguing t-shirt design will catch the attention of others and help them remember your business. If your budget allows, you can print a few of these and hand out to friends and family to wear as they go about their usual day. Do keep one for yourself if you ever have to attend an exhibition or interview for your business. Want to look extra stylish, as the owner, opt for a Polo Shirt.

A Website

We placed this as an option because not all businesses need a website in order to launch but it does set you apart from the rest.

Websites are completely customizable which is something you won't get with your Social Media Channels.

There are many options online but you can skip the DIY options, and schedule a chat with a professional like Annabelle!



A Video to showcase your Products / Services

Now everyone knows how easily a really good promotional video can catch your attention. It can take some time to learn the ropes behind creating a catchy promo video for your business and there are a wide range of options from animated videos to using actors. Have a chat with our videographer Yankel and he will provide you with the best options to create the right promotional video for your business.





Special Offers



Free Website Consultation

Available with our New Business & Business Update Packages.

Free Social Media Assessment

Available when receiving your quote.

Free Animated Logo (Basic)

Available with our New Business & Business Update Packages.

Extra Tip!

A very important thing that many of us forget to do when we start our businesses is to let the people around us know! Be sure to share your new venture with your friends, family and Facebook friends.

Also don't forget to show who is behind the business, let persons who do not know you become familiar with who they are supporting!



CONGRATS!

You've made it to the end!

We hope our Checklist has been beneficial to you and your journey as a new Business Owner.

Ask about our Packages & Payment Plans!

And let us get you closer to being



Printable Checklist Next ▶





Your New Business Design Checklist

Tick off what you have completed:

- Business Colors**
- Don't forget to pay attention to what feeling you want to communicate
- Logo**
- Don't forget to get different versions of your logo! They will come in handy!
- At least 50 Business Cards**
- Ensure that your Business Cards have the essentials before sending it off to print!
- A Photoshoot**
- Not for you - for your products & services!
- Flyer Designs**
- We mentioned a really cool package that Idris offers with Flyer Designs & 10 other Design related items, some of which are not on this list. Email us at info@ancreydesigns.co for more! Ask about our Standard B.I.D. Package.
- Complete Social Media Kit**
- This include your DPs, Post & Story Templates, Cover Photos & Content Plan

Extras!

Circle the ones you've completed:

T-Shirt Design A Website Promotional Video