



MISSION ENTREPRENEUR

# Brand Blueprint

Design & Build Your Dream Business

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## DESIGN & BUILD YOUR DREAM BUSINESS

At Mission Entrepreneur, we believe that building your brand is a lot like the process of creating the blueprint and plans for your dream home. And like a good design and build team, we want to come alongside you with our years of experience to help solidify your vision and blueprint and build your dream business together, step by step.

**The Mission Entrepreneur Brand Blueprint follows a simple 3-step framework to help you get clear on the structure of your business, design the look and feel of your brand, and create a strategic plan to grow your audience.**



### STEP 1: LAY THE FOUNDATION

The foundation of your business starts with your purpose and positioning. Why does your business exist and who do you serve? Why is the foundation of what you do different and worth working with?



### STEP 2: DESIGN YOUR LOOK

Your brand identity shines through in your signature look and design. Your brand visuals will provide the personality to the experience your customers have with you through your fonts, colors, photos, and language. You'll apply this look to create "curb appeal" to your website, which is where people will peek into your brand and gain their first impression of you and decide whether they'll take you up on your offer to welcome them in for more.



### STEP 3: BUILD YOUR NEIGHBORHOOD

Finally, once you build your dream blueprint and start adding to your branding look and feel, you'll want to share it with new people. With online marketing, we tend to do this through social media channels, which can attract those who will find value in your services.

*Let's Dive Deeper into your Brand Blueprint*



## STEP 1: LAY THE FOUNDATION

The foundation of your business starts with your purpose and positioning. Why does your business exist and who do you serve? Why is the foundation of what you do different and worth working with?

The foundation of your business starts with your purpose and positioning. We're going to think along the lines of both big picture and small details with your "Why" and your "What".

Your Why (meaning: why you're in business in the first place and why you're passionate about this topic) can anchor you as you plan the What (what service/products will you provide, what could that business look like if you want to expand or pivot, what can you do better, differently, and more powerfully than others because of who you are and your unique experience?

Start by thinking about your business story and what you want it to look like in 5 years.

- Why does your business exist and who do you serve?
- How will things have grown and changed over the next few years?
- How many team members will you have and what will your work weeks look like?
- What makes you different from the cookie-cutter "house" next door?
- Why is the foundation of what you do different and worth working with?
- How will you make people feel "at home" when they work with you?

## THE STRONG FOUNDATION SCALE

With 1 being the least satisfied and 10 being completely happy, rate the following:

1. You have a crystal clear vision for your business for the next 90 days to 5 years. \_\_\_\_
2. You have a clear offer, helpful service, and/or great products to sell. \_\_\_\_
3. You know specifically what kind of person you want to help (you know your Ideal Customer). \_\_\_\_
4. You understand your differentiating factors and what makes you stand out from others who offer similar products or services and can clearly explain it to others. \_\_\_\_

1	2	3	4	5	6	7	8	9	10
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Notes on our business foundation:



Feeling overwhelmed or unsure?  
 We're here to help you every step of the way. If your answers are falling below a 5 on your Foundation Scale, you may want to set up a 1:1 clarity session with our founder Jen Griswold so you can revisit your vision and get crystal clear on aligning your lifestyle goals with your business. You always want to make sure you're starting with a solid foundation so you're building the RIGHT business--the business of your dreams.



## STEP 2: DESIGN YOUR LOOK

Your brand identity shines through in your signature look and design.

Using the analogy of designing and building your dream home, think of your brand visuals as the style of your house as well as the interior design of your home. Your brand needs a signature visual look and “curb appeal” to attract the right customers.

- Is it a practical, simple, and minimal ranch-style home? Is it a Victorian townhouse with lovingly restored antique details? Is it a modern, earth-friendly solar home? In other words, how do you want the core of your branding to look and feel?
- What types of “interiors” are you drawn to--both in your home and when looking at other businesses? Are there color palettes that you tend to use? If so, do you feel that the mood and energy of those colors represent your business?

Your brand visuals will provide the personality to the experience your customers have with you through the language of your fonts, colors, photos, and copywriting style. (While copywriting isn't visual, it's a powerful part of your brand's way of connecting with people.) You'll apply this look to create curb appeal to your website, which is where people will peek into your business and gain their first impression of you and decide whether they'll take you up on your offer to welcome them in for more.

## THE CURB APPEAL SCALE

**With 1 being the least satisfied and 10 being completely happy, rate the following:**

1. Are you confident that the look and feel of your brand portray your business' core message and personality? (Color palettes, professional logo design, font pairings, and more) \_\_\_\_
2. How does your brand look in every place your ideal customer might interact with you and is it recognizable as your brand? Website, print, email, social media, and more \_\_\_\_
3. Do you have a website or other online “hub” (other than social media accounts or an independent consultant page)? If so, does your content have a cohesive look that represents that highlights your personal brand or business? \_\_\_\_
4. Do you have fun brand “decor” to make your brand pop? (Brand swag, t-shirts, stickers, thank you cards and stationery, and more.) \_\_\_\_

1	2	3	4	5	6	7	8	9	10
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Notes on the look & feel of your brand:



Have no fear! Your branding sisterhood is here! Whether you have no branding at all or want to refresh and update your look, we're here to come alongside you and figure out the next steps together. Between branding services, full design services, or our online membership community, we can help you find a solution that fits.



## STEP 3: BUILD YOUR NEIGHBORHOOD

Finally, once you build your dream blueprint and start adding to your branding look and feel, you'll want to share it with people around you. You'll want to meet your neighbors, expand your neighborhood and network, and become a community leader! In this day and age, we do this through social media channels and email, which is like attracting and connecting with those who will find value in your services through "virtual housewarming" parties.

You'll need to find the style of "party" you like to throw (in other words, networking and growing your audience). Whether it's hosting other school parents, professional LinkedIn style networking events, or potluck in the cul-de-sac type gatherings--online or in person--you'll find the people that share your values and will eventually bring your brand to life.

## THE NEIGHBORHOOD & NETWORKING SCALE

**With 1 being the least satisfied and 10 being completely happy, rate the following:**

1. Have you picked your primary social media platforms (we suggest 1 to 2 to start with) where you share valuable content and engage with potential customers?
2. If you're using social media, do you feel you're using it optimally? \_\_\_\_
3. How do you feel about the engagement of your audience? \_\_\_\_
4. Is your customer base and audience growing? If so, are they the right fit for your products and services? \_\_\_\_

1	2	3	4	5	6	7	8	9	10
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Notes on networking & your community:



Growing your audience can actually be fun! We offer tips, training, and templates so you can spend less time on social media while getting better results. We even offer website templates to make setting up your digital "home" easy and affordable.

*So, now what?*

## GOING FROM BLUEPRINT TO THRIVING BRAND

If you are above a 7 in all these categories, you probably just need a few tweaks to make your brand stand out, but you are well on your way to building the business of your dreams.

If you find yourself ranking from 5 - 7 in any one category, you may find value in setting up a call with one of our Mission Entrepreneur team members! We'll help you map out your next steps to get your business back on track. We'd love to help you design and build the business of your dreams. Grab your favorite drink and let's chat.

So what happens next?

Now that you've done the preliminary work on your Brand Blueprint, perhaps you'd like to walk through it with one of our team members to help you prioritize and put your plan in motion. This is a no-pressure session that's all about helping you take the next steps. Learn more about our Brand Blueprint Session and book yours at the link below.



*Book your Brand Blueprint Session Today!*

<https://calendly.com/missionent/brand-blueprint>



"My Blueprint call with Kara Moore was better than I could have imagined. She was very personable. We laughed and talked easily, sharing a little of who we were. It was more than business call, it was great conversation; like sharing my dream with an old friend. Kara was attentive, asked thought provoking questions, gave invaluable advice, and all of my questions were answered. I left the call feeling informed, relieved and energized. Thank You Kara, and I highly recommend Mission Entrepreneur for all of your business needs!"

-Chessie Ricks,  
Director Walkers Unite