



Things every new business needs to do before they start marketing, selling & advertising

Have you got the product or service – you know you can make it a successful business but you aren't sure where to start? You don't have to go it alone. The first step to starting your new business is to really understand your brand, to get under its skin, know what makes it tick, what makes it different and who your ideal client is. At Midnight Blue we can help you do exactly that, we are experts in helping new businesses get off the ground with detailed strategy and stand-out design. To get you started we have created your new business essential checklist for you to get to work.

Your new business essential checklist

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- THINK OF A BUSINESS NAME (check other companies with same/similar names)
 - CHECK THE AVAILBILTY OF DOMIANS AND SOCIAL MEDIA HANDLES
 - WRITE YOUR BUSINESS & FINANCE PLAN
 - ASSESS YOUR BRANDS STRENGTHS & WEAKNESSES
 - DECIDE IF YOU ARE A SOLE TRADER OR LIMITED COMPANY
 - OPEN A BUSINESS BANK ACCOUNT
 - BUILD A BRAND (call Midnight Blue Marketing!)
- | | | | |
|--|---|--|---|
| <input type="checkbox"/> BRAND VISION | <input type="checkbox"/> COMPETITORS | <input type="checkbox"/> MOOD | <input type="checkbox"/> PHOTOGRAPHY |
| <input type="checkbox"/> BRAND VALUES | <input type="checkbox"/> AUDIENCE PAIN POINTS | <input type="checkbox"/> BRANDING | <input type="checkbox"/> COLOURS/FONTS |
| <input type="checkbox"/> TARGET AUDIENCE | <input type="checkbox"/> CONTENT PLAN | <input type="checkbox"/> TONE OF VOICE | <input type="checkbox"/> SUBMARKS |
| <input type="checkbox"/> BRAND ARCHETYPE | <input type="checkbox"/> BRAND ARCHETYPE | <input type="checkbox"/> BRAND ARCHETYPE | <input type="checkbox"/> SOCIAL MEDIA TEMPLATES |
- CREATE A WEBSITE & SOCIAL ACCOUNTS
 - PLAN YOUR MARKETING ACTIVITIES
 - BUY THE TOOLS YOU NEED FOR THE JOB
 - FIND YOUR PREMISES (if you need one)

Make your brand beautiful...



Thank You!

I hope you found this checklist helpful for starting your new business.

We would love to hear about it!

Come tell me your brand plan via the contact details below.

Anna & Michelle



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Brand Notes