

The Ultimate Guide to

Build & Market Your Business

for Experienced Business Owners



**BUSINESS
INSPIRED
SOLUTIONS**

Business Marketing Guide from Business Inspired Solutions

Communicating Who You Are to Your Customers & Why it Matters

Areas We Cover on This Worksheet

Mission & Vision
5 Core Questions
Fonts & Colors

Situation Analysis
Branding Basics Resources
and More

Mission & Vision

When you write these it needs to be related to why your customers would care about your vision and mission. A vision that focuses on making a lot of money is not going to inspire or connect with a lot of people. You must look deeper into why you are doing what you are doing. Aligning your mission and vision with your real why for internal use and customer communication will light your business on fire in the best ways.

For more on this:

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en

Example: We are committed to helping small businesses grow to help more of their customers have a better quality of life through the products and services they provide. We believe that through our services we can influence more people by helping the world to have more win-win solutions.

These can be anywhere from 2-5 sentences each and the goal is to have it be concise and fully capture what you are up to and committed to fulfilling.

Vision: Where are you going?

Mission: Why are you going there?

5 Core Questions

Each should be 1-3 sentences very clear and answer the question in a way that helps them see why your business matters to them.

Who are you as a Business?

***What do you do? What services do you provide? What products do you sell?
What makes what you sell and how you sell it unique?***

***Why do you do things the way you do? Why do you like helping your customers?
Why does your product/service help your customers in ways that other
companies don't?***

***How do you sell services? How does the process work to purchase services or
products from your business? How do you ensure quality and fulfill on what
matters to your company and what matters to your customers?***

***Where do you serve customers? Where are you located? Where are your
customers located?***

Situation Analysis

Here we want to look at how your company solves key problems for your customers with the products or services you provide.

Example: (Problem) It is hard to find a quality marketing agency because so many don't focus on results. (Solution) Business Inspired Solutions is focused on getting results in both the short and long term by finding and providing actionable insights to build your brand right now.

Main Problems Your Customers Have

- 1.
- 2.
- 3.
- 4.
- 5.

How your products or services solve each problem:

- 1.
- 2.
- 3.
- 4.
- 5.

Write Each Problem & Solution into 1-2 Sentences:

- 1.
- 2.
- 3.
- 4.
- 5.

Building Trust with Consistent Look & Feel

Fonts

Knowing the fonts that represent your brand are very important. These visually connect with your audience and should be used consistently. We recommend [using google fonts](#), as they are free to download and are widely available for many computers. Your logo font may not be a google font, but it's always good to have it all in one place.

Header Font:

Body Copy:

Logo Fonts:

Colors

Having your color scheme flat and consistent with hex codes can help you standardize how you visually connect with your audience. These colors are important to be consistent. Also, remember that your text color doesn't always have to be black, it might be dark grey, or navy, or another dark color. You can [use coolers](#) to experiment with color schemes. We recommend using no more than 5 colors and have 2 main colors.

Be sure to put the 6 digit code below for each number. *Example: #000000*

You can also put your colors link in here as well for future reference.

Main Color:

Secondary Color:

Text Color:

Accent Color 1:

Accent Color 2:

Accent Color 3:

Link to Coolers:

Images & Elements for Consistency

Making a mood board of 10-15 images you find online is very important so that you can start connecting emotions to colors, other visuals, and elements.

For our business it's the mountains, and it's the circular design of our logo. So having a combination of hard angles and the full circle is really important to connect and subconsciously connect with our audience.

Add 10-15 screenshots of images here:

Branding Basics Resources:

<https://academy.hubspot.com/courses/inbound>

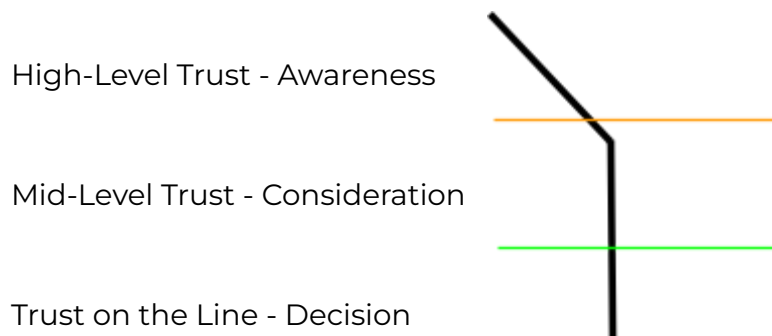
https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en

<https://coolors.co/333333-000000-a58850-6c77a8-3366ff>

<https://fonts.google.com/>

<https://stock.adobe.com>

How These Components Influence Your Ability to Attract & Connect with People Authentically



Build from the bottom up:

1. What do your customers need to know about you/your offering to make a decision?
2. Why would they say no to you? (Be honest.)
 - a. What do they not know that you think they should? What do they not know that they need to know right off the bat?
3. Why would they say yes to you? (Be honest.)
4. Where are your customers located and looking for your services?
5. What are the steps to purchase from you? What's the buyers journey they go through before they can say yes?
6. What are others saying about you, that can bring social proof to add secondary "proof" that you are who you say you are, and you do what you say you do?
7. How can you share and educate them to empower their decision making process, even if they don't choose you right away?

These questions help you know the kind of content, and information they need to say yes, which makes it easy to build trust through their natural decision making process.

How Our Clients Start Seeing Results in 90 Days | Creating Your Legacy Program

1. Pillar 1: Deep Dive & Business Foundations

Build your foundation and plan the right way with our Deep Dive & Business Planning Pillar – We empower you to go through the planning process to bring your ideas together in one place. The result is an actionable plan and a clear roadmap so you can confidently grow your business and help more people. Get your model sorted out, your price, your value, and understand your audience in such a way that they start authentically connecting with you.

2. Pillar 2: Authentic Client Attraction & Connection Framework

We work with you 1:1 to create your Authentic Client Attraction & Connection Framework the Core of Your Business — Your Business System which brings clients, and customers to your hub where you control how and what you share about who you are, what you do, why people work with you, your offers, and start the sales process and the best part is you can easily manage it yourself.

3. Pillar 3: Sustainable Growth Systems

Marketing has tons of strategies we work with. You to get 3-5 strategies into a system that produces results, based on your business, your passion, vision, and your goals. Stop using a shot gun to kill a mosquito, and start taking actions so you know what actions to take right now to produce the results you want, and what levers to pull so you can grow and get out of constant hustle mode.

4. Pillar 4: Accelerate Your impact & Purpose

By understanding how to gather data, implement feedback and adjust your actions in your system, it makes it easier and faster to get to where you want to go. Here we look at scaling, growing, and other pieces of the puzzle to make sure that the actions you take on a weekly, monthly, and even daily basis produce results now and in the long run.

The best part of this whole process is our clients stay in the drivers seat, and we help you navigate this journey every step of the way. We bring our framework, and you bring your expertise, vision, and passion. Together, we build something that has your business work on your terms, creating wins for you and for your clients and customers.

This is the exact strategy that our clients use to grow their business, increase their confidence and revenue, and take their difference to the next level.

Our Client Testimonials & Results

Anna and her team are amazing! My business practically runs itself because of the foundations we created with Business Inspired Solutions. Definitely worth the time and price!

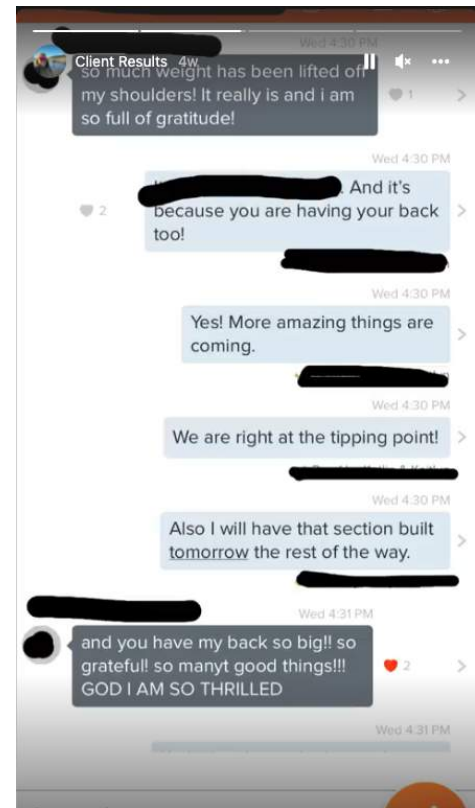
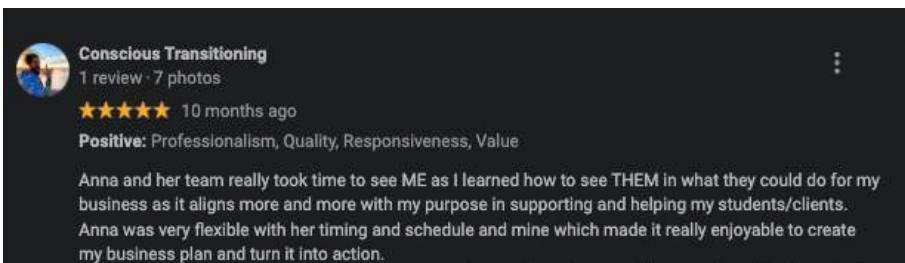
Jen Schwartz

Coach & Counseling Services, [Third Eye Family Solutions](#)

I absolutely love working with Anna and her team of professionals. Prompt, professional, affordable and successful. Anna helps business owners implement solutions that get results to whatever problem the business owner is experiencing. From website and social media development to personal development and team building. Your business grows and you grow as a person when you work with Business Inspired Solutions!

Sarah Howell

Fitness Gym, Wolfpack Fitness



That's it, the exact strategy our clients are using right now to turn their business into well trusted and successful businesses.

So what's next?

Well, there's only so much we can explain about growing a profitable business in a 9 page guide, so if you're happy with what you're reading so far, here's the next step:

1. If you're not already following me on Instagram: @annaempey_
2. DM me "INFO" and I'll send you through some more information on exactly how it all works.

Talk with you soon!

Anna