A top-down view of a person's hands writing in a spiral-bound notebook. The person is wearing a dark grey sweater. To the left of the notebook is a silver laptop with a black keyboard. The background is a light-colored surface.

TRUTH & DESIGN

Business Profile Workbook

TRUTHANDDESIGN.COM



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Welcome to the Workbook!

On behalf of myself and my team I want to thank you for trusting us with this exciting (and likely a little scary) part of your business journey. It is an honor to play a role in the development and growth of your biz. I absolutely love seeing how things shape out and evolve.

Congratulations on this new chapter. I hope you find the process and outcome to be a positive and fulfilling experience!

Now, before we get started, I
want you to clear your mind and
let the answers flow.

AN OVERVIEW OF

How to Complete this Document

01. REVIEW

Review each section for background and insight into the purpose of the questions.

02. COMPLETE

Use the spaces provided to fill in your answers. The grey boxes have been used to help you quickly identify where the questions are listed, and where to place your answers.

03. DELIVER

Let us know when you're done! Shoot an email to alison@truthanddesign.com and we'll jump in to review your business profile.



Tip:

Imagine your business in its ideal state.

Go six months out if you need to in order to better see how your business works and functions in your “perfect world.”

STARTING With Your Why

First of all, congratulations on your new business, business idea, or success of your existing business! It's an honor to be part of this journey with you and to play a role in supporting you.

WHY STATEMENT

People don't buy what you do, they buy why you do it.

-SIMON SINEK

Your “why” statement is a brief yet powerful description of... well... why your business exists. If you have never written a why statement before, you can start by jotting down some longer phrases and whittling it down to something more concise. Here's what I mean:

First draft: I started my business because I felt that the healing arts community was vastly misunderstood and under-served. I wanted them to have a web designer they could go to who really “got” them, and used a process that felt more natural to them.

Second draft: I serve the healing arts community because I want them to feel good and work with someone who understands the nature of their business.

Final draft: My business exists to make people feel good.

See what I did there? Go ahead and use an extra sheet of paper at the back of this book if you need some additional space to write your drafts. Once you have your final statement, write it here:

Note that this statement is an exercise in clarity and focus, and not something that will be present on your website or in your branding – unless you want it to be. So don't worry about what anyone thinks, and just write it from your heart.

A LOOK AT YOUR Goals and Objectives

YOUR BUSINESS GOALS

Starting with a refreshed look at business goals will help us make sure all social media objectives are in alignment and supporting your efforts appropriately.

OBJECTIVE #1

Ex: Provide digital business services including web design, branding, content marketing, and strategy guidance to Entrepreneurs who are purpose-driven with their businesses.

OBJECTIVE #2

Ex: Provide digital business services to Entrepreneurs who are purpose-driven with their businesses.

YOUR SOCIAL MEDIA GOALS

Your social media objective is the purpose behind having a presence on social media. Why is being on social media important to you and your business? What do you hope to achieve? From this, we can set tangible goals to measure success.

OBJECTIVE #1

Ex: Expose my services to new people in my area.

OBJECTIVE #2

Ex: Find like-minded professionals to exchange ideas with.

GETTING TO KNOW

Your Ideal Client

Before we determine which social media channels are important for your brand, we need to understand who it is we are trying to reach. This will then tell us where to go to reach them.

KEY TRAITS

Ex: Feminine, adventurous, educated, spiritual, etc.

AGE RANGE

Ex: 28 - 42

LOCATION

Ex: North America with a Focus on Maine.

FINANCIALS

Ex: Financially stable with multiple streams of income.

GETTING TO KNOW Your Ideal Client

MOTIVATORS

What motivates your audience? What are the things in their world that cause them to act? For some, it's having the newest and best technology. For others, it's something handmade and from the heart. Knowing what moves your audience is a key piece of how you can position yourself to be in inspirational force in their time on social media.

MOTIVATOR #1

Ex: Trendy and modern designs that feel unique to the person they are designed for.

MOTIVATOR #2

Ex: Looking polished, put together, and successful.

MOTIVATOR #3

MOTIVATOR #4

GETTING TO KNOW Your Ideal Client

THE PERSONAL SIDE

Take a moment to think about your ideal client as your new best friend. Close your eyes and picture them sitting next to you in the room you are in now. Take a look at your ideal client and ask them some questions.

WHAT DOES YOUR FRIEND LOOK LIKE?

Start with a description of your client. Describe them as you would a person.

WHAT IS YOUR FRIEND INTO?

List a few of their interests

WHAT IS YOUR FRIEND FEELING BEFORE THEY START WORKING WITH YOU?

Choose a few key words that describe your clients feelings and state of mind.

WHAT IS YOUR FRIEND FEELING AFTER THEY HAVE STARTED WORKING WITH YOU?

Choose a few key words that describe your clients feelings

IS YOUR FRIEND WORKING IN A SPECIFIC INDUSTRY OR ARE THEY PART OF A NICHE COMMUNITY?

USE THIS SPACE TO LIST ANY OTHER IMPORTANT CHARACTERISTICS AND QUALITIES OF YOUR NEW FRIEND.

LET'S GET FRIENDLY WITH Your Brand

HUMANIZING YOUR BRAND

Now let's take a moment to think about your brand as a human being. As with your ideal client, close your eyes and picture them sitting next to you in the room you are in now. Take a look at your ideal client and ask them some questions.

WHAT DOES YOUR BRAND LOOK LIKE?

Start with a description of your brand. Describe them as you would a person.

WHAT IS YOUR BRAND INTO?

List a few of their interests

WHAT ARE THE ENERGETIC / PERSONALITY TRAITS OF YOUR BRAND THAT STICK OUT TO YOU?

Share anything you notice about your brand. Do they speak softly or loudly? How do they behave?

HOW DO YOU WANT PEOPLE TO FEEL WHEN THEY ENCOUNTER YOUR BRAND?

List a few key words that come to mind.

KNOW WHAT

You are Offering

In order for people to want to buy what you're selling, they need to feel confident that they understand what they're getting. Use these spaces to think through what you are offering and list out the key details asked in the questions

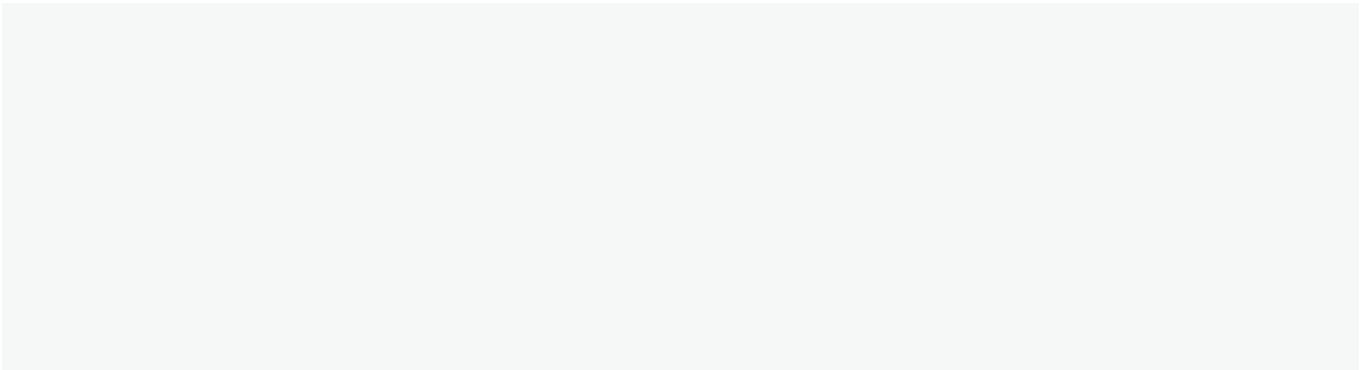
WHAT IS YOUR PRODUCT OR SERVICE? DOES IT HAVE A NAME?
HOW MUCH DOES IT COST?
WHAT ARE YOUR REQUIREMENTS FOR SOMEONE TO BUY?
HOW MUCH TIME DOES IT TAKE TO DELIVER THE PRODUCT/SERVICE?

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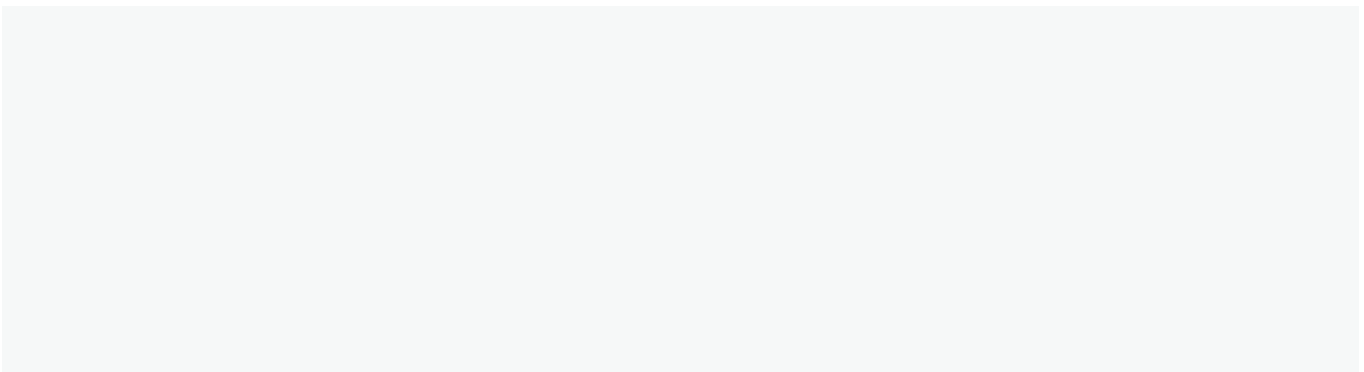
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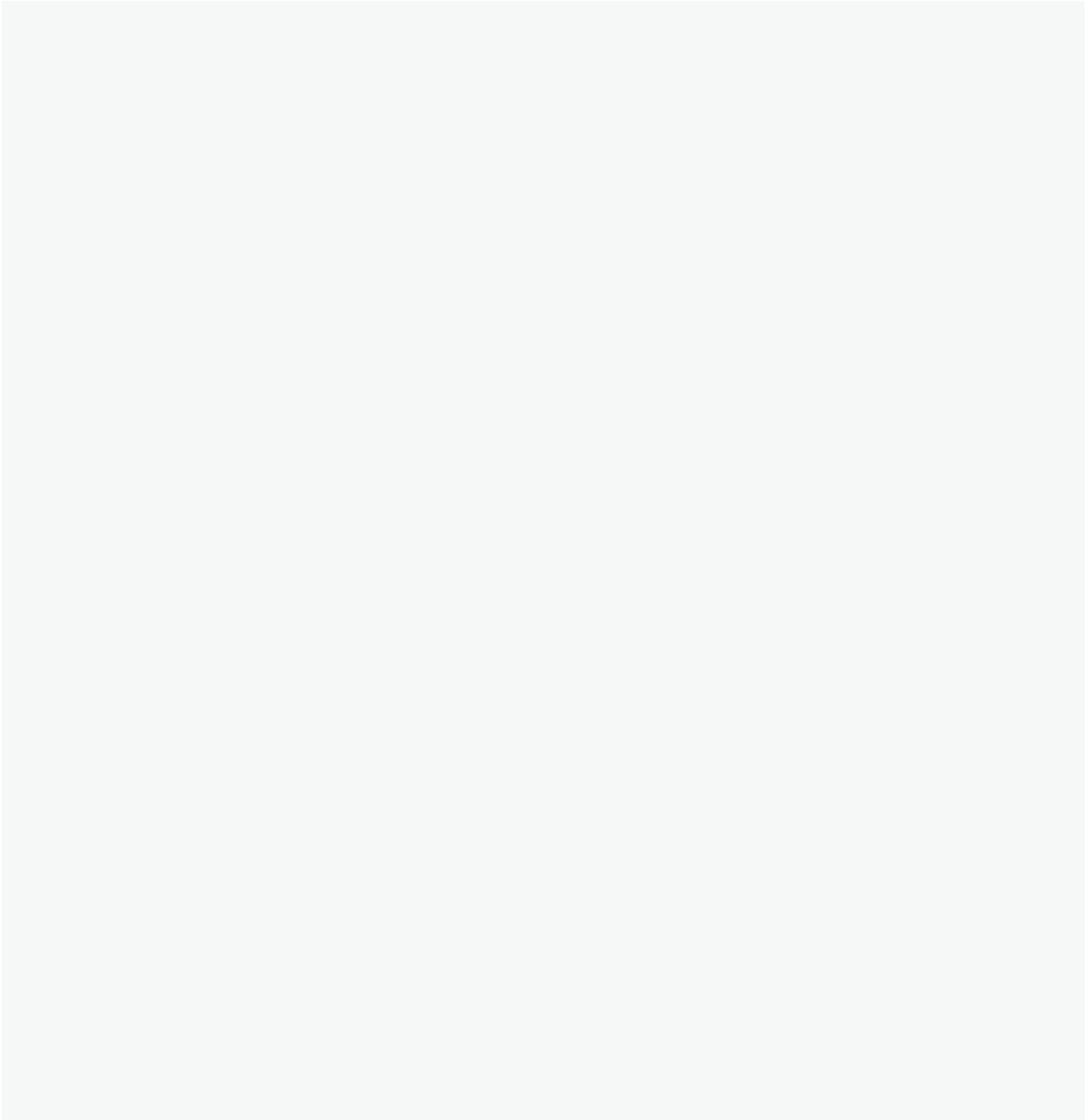


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A LITTLE
Space to Think

Use the space below to free flow any ideas or thoughts that have come up for you during this exercise.



TIME TO CREATE

Your Visual Pinterest Style Board

When using Pinterest, I like to put myself in the head of my brand as if it's a person, and pin ANYTHING. Landscapes, food, interior design, clothing... anything. If it sparks joy or feels like it connects, go ahead and pin it. We're not looking for any logic here, finding the patterns is my job so just flow with it and have fun!

01. Create your board on Pinterest.com.

02. Add me as a user to your board using the email address alison@truthanddesign.com, or send the link to your board (if public) to the same email.

03. Pin away!



Stop!
Your work is done.

THE REST IS UP TO ME.

Please send this completed document to
alison@truthanddesign.com and I'll follow up with
the next steps.