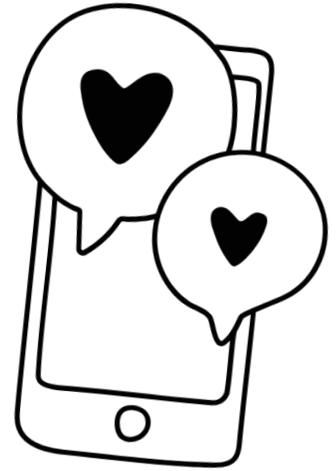


Developing Your Brand

W O R K B O O K

0→100K[®]
SYSTEM

Developing Your Brand



1: Promise, Not Product

Branding is more than just a logo or color scheme—it’s the way people experience your business. It’s how you make them feel, the trust you build, and the story you tell. In this workbook, we’ll define how your brand connects with customers and how to build a business that fits into your life while staying profitable and sustainable.

I want my customers to feel _____ when they see my logo.

I want them to associate my brand with _____.

I will serve my customers by _____.

My brand will be known for _____.

The type of business I want to build is _____.

This is what I genuinely enjoy:
_____, _____, _____, and _____.

I am not a fan of _____, _____, _____, and _____.

A brand is more than just a product—it’s a _____, not just a _____.

What emotions do you want your brand to evoke?
(Circle all that apply)

- | | | |
|-------|--------------|-------------|
| Trust | Excitement | Reliability |
| Fun | Peacefulness | Inspiration |

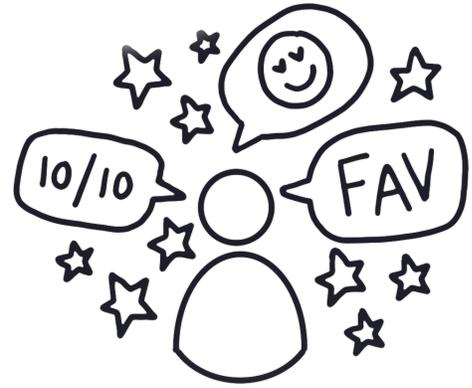
*“Build your own dreams,
or someone else will hire
you to build theirs.”*

- FARRAH GRAY

Think about your favorite brand. What do you love about it? How does it make you feel?

A brand connects emotionally with customers when it:

- Tells stories that resonate with them
- Focuses on long-term relationships over quick sales
- Makes the customer the hero of the experience
- Stays consistent in messaging and experience



Which of these do you already do well? Which do you need to improve?

Before selling any product, I should ask myself: Would I sell this to _____?
(Hint: Someone you love, like your mom!)

Selling low-quality products leads to:

- Bad reviews and lost customers
- Refunds and returns piling up
- A damaged reputation
- A strong, trusted brand (Only if you sell high-quality products!)

Imagine your business five years from now. What do you want people to say about your brand?
(Think about how they describe your quality, service, and overall experience.)

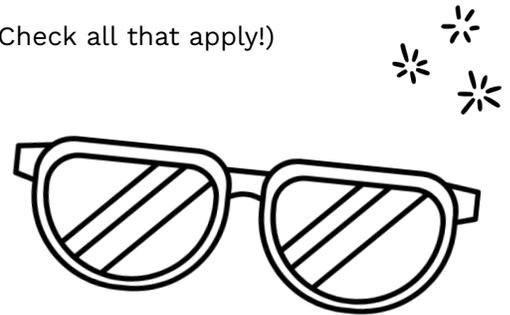
2: Lifestyle

You've been studying trending products and narrowing down the brand you want to build. Now, it's time to add a powerful bonus to your strategy: your strengths.

Your strengths will help you sell faster, connect with customers more easily, and build a stronger brand right from the start. If you already know a market, you're way ahead of someone who's just starting out.

Look at the categories below. Which ones match your strengths? (Check all that apply!)

- Fashion & style (fabrics, trends, accessories)
- Home decor & design (furniture, aesthetics, DIY)
- Sports & outdoor (fitness, gear, lifestyle)
- Baking & kitchen (cookware, accessories, food trends)
- Crafting & handmade (supplies, tools, finished products)
- Other: _____



"Done is better than perfect."

— SHERYL SANDBERG,
FORMER COO OF META™

If I love _____, why not sell it?
(Example: Fashion, home decor, sports, crafting, baking)

Some things I know I don't love and want to avoid selling:

_____, _____, _____



Lifestyle Fit: My business will be built around my lifestyle, and I will dedicate _____ hours per week to it.

True or False: Selling in a category you already know will help you find trends faster and serve your customers better.

- True
- False

Now, let's balance passion with profit. Don't go too specific!

- Instead of selling just “miniature watercolor painting kits,” consider beginner-friendly art supplies.
- Instead of only offering “football-themed baby clothes,” expand to sports-themed kids’ apparel.
- Instead of focusing only on “silicone cupcake molds,” broaden to baking accessories & tools.



Where's your balance? Write down your broad category and one way to expand it:

Think about a product trend that took off in an area you know. (Example: Cupcake liners, weighted blankets, scrunchies, etc.) **What's something similar that could be trending now?**

Your business should fit into your real life. Ask yourself:

- How much time can I realistically dedicate each week?
- Do I want to handle shipping & inventory myself?
- Am I better at hands-on work, marketing, or trend-spotting?

How will my business fit into my lifestyle? (Fill in the blanks)

I will run a _____ business that allows me to focus on _____.

I will avoid _____ because it doesn't align with my strengths or interests.

Now that you've mapped this out, you have a solid direction—and you're ready to take action!

“Ah-ha!” moments:

3: Logos and Colors

Branding isn't about getting everything perfect from day one—it's about getting started and making your business recognizable. Your logo, colors, and tagline help customers remember you and make your brand feel professional and trustworthy (without being overwhelming).

The best part? None of this is set in stone! You can adjust as you grow, but for now, let's build a solid foundation and get moving.

Choose Your Business Name (Don't Get Stuck Here!)

If you haven't picked a name yet, find the nearest kid and ask them what they'd name your business. Go with it and move on. You can always change it later with a DBA (Doing Business As).

My business name is:



Craft Your Tagline (Your Business in a Nutshell)

A tagline is a short, memorable phrase that tells people what your business is all about. It's like a cheat sheet that instantly gives customers a sense of what you do.

Examples:

- HowDoesShe – *Women. Sharing. Ideas.*
- Pick Your Plum – *Get it before your neighbor!*
- Because I Can – *Helping you create a life you love!*

Your Turn: *Note: You can use AI to help you with this. I like the free version of chatgpt.com when starting.*

I help people _____ by _____.

Some words that describe my business:

_____, _____, _____.

My tagline ideas:

- 1. _____
- 2. _____
- 3. _____

The one I like best: _____

Stuck? Set a timer and brain-dump all the words and phrases that describe your business. Then, chop it down until you have a short, catchy phrase that pulls people in.

Pick Your Brand Colors (The Shortcut to a Beautiful Brand)

How to Find the Perfect Colors (Fast!):

Search “color scheme” on Pinterest and find color palettes you love. Write down your colors and use them consistently everywhere!

*“I never
 dreamed about success.
 I worked for it.”*
 - ESTÉE LAUDER

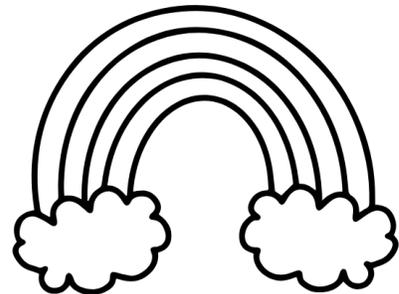
My brand colors are:

Primary color: _____ (Hex # _____)

Accent color: _____ (Hex # _____)

Neutral color: _____ (Hex # _____)

Pop color (optional): _____ (Hex # _____)



Once you choose your colors, save them somewhere easy to find (Google Docs, a screenshot, or notes on your phone). This keeps your branding consistent.

Create Your Logo (Even If You're Not a Designer)

Your logo is the face of your brand—but don't overthink it!

Where to Create a Logo:

DIY Option: Canva – Easy drag-and-drop logo maker (\$12.99/month, free trial available).

Custom Designs: 99Designs – Get multiple designers to submit logo ideas (\$99+).

Budget-Friendly: Etsy – Pre-made logos starting at \$5.

Quick & Cheap: Fiverr – Simple logos for as little as \$10.

**Note - ai can also help you create a logo.*

I will create my logo using: _____

Once you have a logo, use it everywhere!

My logo will go in these places first:

- Website – Top left corner
- Emails – In my email signature & customer emails
- Social Media – Instagram, Facebook, Pinterest, TikTok
- Product Packaging – Stamps, stickers, or branded inserts
- Checkout Pages – To build trust at the payment step



Other places I plan to add my logo:



If you want feedback, post your logo in the 0-100K System group and get opinions from fellow planners!

Imagine someone sees your brand colors, logo, and tagline for the first time. What do you want them to think or feel?

Now that you've nailed down your branding basics, let's put it into a quick reference guide.

My Business Name: _____

My Tagline: _____

My Brand Colors: _____

My Logo is Stored Here: _____

First Places I'll Use My Logo:

1. _____

2. _____

3. _____

Done! You've just built the foundation of your brand. Now, take action and start showing up with confidence! Time to move onto Module 3.

Checklist – Have You Done These? Top 6 Essential Branding & Business Foundation Checklist

- I have defined how I want my customers to feel when they interact with my brand.
- I identified my personal strengths and interests that will help my business grow.
- I picked a business name and tagline, even if it's temporary, and simplified my tagline into a short, clear sentence.
- I have explored my brand's identity, messaging, and visuals to create a consistent customer experience.
- I found color inspiration using Pinterest or color pick tools and saved my brand colors in an easy-to-access place for consistency.
- I created a logo using Canva, Fiverr, Etsy, or 99designs and know where to use it to build brand recognition.



Top 10 Glossary Terms for Beginners in E-Commerce

- 1. **Brand** – The overall perception and emotional connection customers have with a business, representing its identity and promise.
- 2. **Brand Identity** – The visual and verbal elements (logo, colors, messaging, values) that make a business recognizable and unique.
- 3. **Tagline** – A short, memorable phrase that sums up what a business does or stands for.
- 4. **Target Customer** – The specific group of people most likely to buy your products, based on demographics, interests, and needs.
- 5. **Lifestyle Integration** – Designing your business to fit your personal life, work hours, and long-term goals instead of the other way around.
- 6. **Trending Products** – Items or categories that are currently in high demand within a market.
- 7. **Hex Code** – A six-digit alphanumeric code that represents a specific color, used in branding and web design to keep colors consistent.
- 8. **Logo** – A visual symbol or design that represents a company and helps customers recognize it.
- 9. **E-Commerce** – The buying and selling of products or services online.
- 10. **Consistency** – Maintaining a steady and reliable approach to branding, marketing, and customer experience to build trust.

 *Lightbulb thoughts:*
