

SHY THOUGHTS TO SAVAGE CONTENT



BRANDING AND BUILDING

[HTTP://WWW.ACHIEVHERPERFECTION.COM](http://www.achievherperfection.com)

*“The Way Get
Started Is To
Quit Talking
And Begin
Doing.” -Walt
Disney*



WHAT TO EXPECT:

Establishing a Brand Personality

Website Building Resources:

<https://fontpair.co>

/

<https://colors.co/>

[Canva.com](https://www.canva.com)

[Pinterest.com](https://www.pinterest.com)

[https://www.name.com/
domain/search](https://www.name.com/domain/search)

Your brand is what others say about you're when you are not in the room.

What are some of your favorite Brands?

What are the colors they continuously use?

What are their tag lines?

What influencers or celebrities do they have that are associated with their brand? (ie: Selena Gomez- Pantene Pro V)

What adjectives would you use to describe that brand?

Your turn

What 3 adjectives best describe your brand?
Use some words from the list below for help

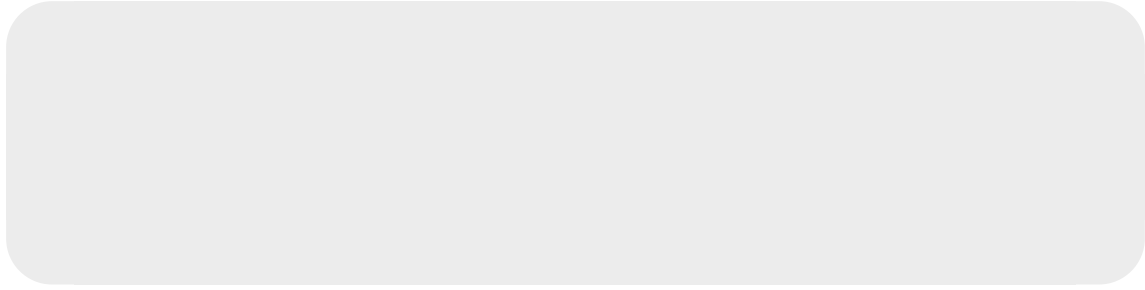
Fun
Outgoing
Vibrant
Calm
Mellow
Bright

Dark
Informative
Badass
adventurous
frugal
courageous

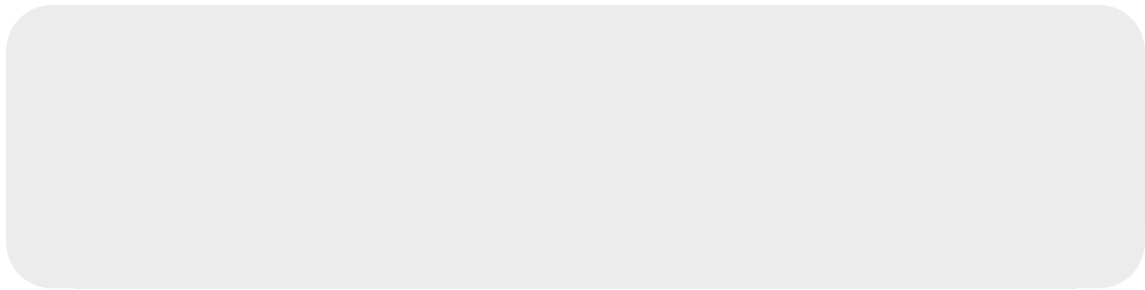
Philosophical
practical
luxurious
witty
entertaining
minimalistic

What celebrity would most embody your brand?

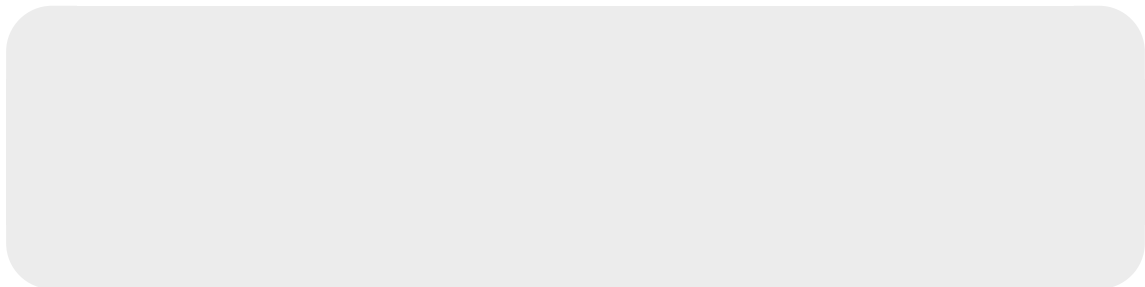
How will your reader feel when they leave your page?



What will your blogs colour scheme be? Need help? Use <https://colors.co/> to create a palette

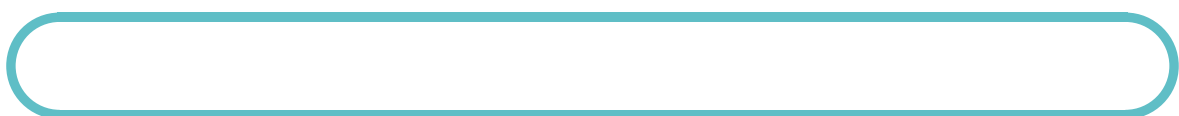


What will your audience say about your blog when you're not in the room?



Almost every brand has a tag line. A tag line is a short synopsis of what your blog does or who your blog serves. It's apart of your brand!

My brand tag line:



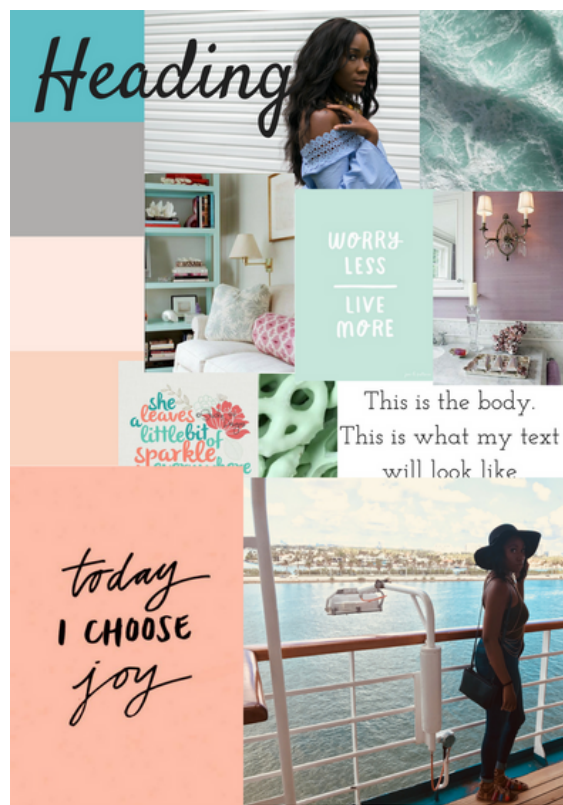
What fonts will you use for your headings, subheadings and normal text? It needs to be consistent. To help find font pairs use:<https://fontpair.co/>

Time to create a board!

Mood boards are powerful tools. They help you visualize "the look" you want for your brand. The best way to start creating a look is using free sources like [pinterest.com](https://www.pinterest.com)

Create a free private board on [pinterest](https://www.pinterest.com) and collect pictures that match your brand's mood and aesthetics.

After collecting pictures that match your brand create your own board. You can use [www.Canva.com](https://www.canva.com) to help you create a brand board that matches your brand's theme. I have inserted a sample picture of my old brand board below.



Secure your brand

Your website brand is just as important as your social media branding!

You want to ensure that your domain name isn't taken (if you don't have one already). You can use <https://www.name.com/domain/search>

Then be sure to secure your brand name on social media platforms like facebook groups, twitter, pinterest, and instagram!

*Once you've established your brand
it's time to build your website.*

First and foremost you must choose a blogging platform that can be self hosted. OR one that is all inclusive.

There is a major difference between hosted and self hosted, even though they sound quite similar. One offers total control (self hosted), while the other offers convenience (hosted).

This becomes increasingly important if you want to start monetizing your blog. When you are on a hosted server you don't have complete protection of your content, as the platform has the right to trash your content at any given time) Scary!

Quick Tip: Just because you have a personalized domain name, this does NOT mean you have a self hosted site.

I personally have used Bluehost (in conjunction with wordpress.org) and i'm in love! However there are others like siteground that offer great self hosting packages as well.

There are people who will tell you to ALWAYS use wordpress, but honestly I like to tell people to do their research because what works for one person may not be suitable for others.

We can talk about which platform is best for you in our live call this week.

When you are searching for a hosting package here are some things to compare:

Website space
Bandwidth
Included Domains
Email accounts
Site Backup
Spam Alerts
Marketing offers

Here is a list of self hosted platforms to sift through regarding offers:

<https://www.siteground.com/wordpress-hosting.htm>

<https://www.bluehost.com//track/ciaedwards> (affiliate link)

Here is a list of hosted platforms:

<https://www.wix.com/upgrade/website>

<https://wordpress.org/>

This is in no way an exhaustive list, but it should get your juices flowing.

Once you've decided which platform you are going to use, go ahead and sign up! With high hopes, your blog/brand name will be available so that you can use that as your domain name (website address).

<https://www.siteground.com/wordpress-hosting.htm>

<https://www.bluehost.com//track/ciaedwards> (affiliate link)

Within this module you will find a walk through document of how to set up a wordpress site if this is the platform you choose. I'll be happy to help you with other platforms as well