

**Your beauty business branding is the most important part of a company.**

Your brand is what your beauty business is and what it breathes. Every big and small detail from your business verbiage to the way you make people feel are what your brand is. A brand attracts the professional connections you want, as well as the ideal clients you are wanting to attract.

You want your business brand to be unified across all platforms cohesively. You want your brand to be part of what you (and your team) represent. The goal is for people to recognize your brand easily.

Knowing exactly what your brand is, is the first step to business planning. This will help you when it comes to logos, website development, social media and every business vision you develop as a business owner.

Don't know where to start? *Complete this guide to help organize your business branding ideas and think deep down about what you want your brand to be.*

---

What is the name of your brand/business?

Is your brand a personal or business brand?

Why did you choose this type of brand?

What are your TOP 5-10 values for your brand? Examples: educational, creative, support, financial growth, honest, trusting, resources, security, humor, etc.

What words would you use to describe your brand?

What colors describe your brand? Do not choose more than 4, think neutral and accent colors.

What fonts describe your brand?

What words best describe your brand's "vibe"?

What words describe your brand's team/tribe?

Why are you doing this guide? What would you like to gain from this?

What gives you those "jitters" that make you inspired?

What motivates you to get your inspirations to come to life?

Why do you love what you do?

How did your business get started?

Do you specialize in anything or are you wanting to? If so, what is it & why are you passionate about it?

What services does your brand/business provide?

What does your brand sell/how does it make income beyond services?

What makes your brand different with the experiences you offer VS. your competition?

What should people feel when they leave your business? How do you feel?

What is your best client experience your brand/business has experienced?

Who is your ideal client? Get specific (this will be a future guide)

Describe your current clients:

What is your schedule: currently/ideal?

Describe your current work day:

How does your work day make you feel, mentally & physically?

Describe your perfect day at work. From when you arrive, to clients & services, how much income was made, any break times & how they are spent?

How would that make you feel mentally & physically?

What are your biggest goals for your brand?

What fears are holding you back?



What do you want your brand to look like in 2021?

---

**Make sure to subscribe to Color Pins Curls emails for ALL alerts!  
Make sure to hashtag #colorpinscurls to show off your brand so I can share it with  
my audience. Follow me on Instagram @colorpinscurls.**

