A SOCIALLY LOUD WORKBOOK

BUILD THE BRAND PEOPLE CAN FEEL.

The practical starting line: feeling, name, color, logo, voice, business setup, website, marketing, and the tools that help you build.

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A brand is not where you start decorating. It is where you decide how people should feel, what they should understand, and why they should care.

There is no one right way to build it. There is only the work of making every choice feel like it came from the same truth.

01 | START HERE

A brand starts with a feeling.

Before the name, the colors, or the logo, decide what people should feel when your brand enters the room.

Do not begin with what is trending. Begin with what should be true.

When someone experiences this brand, I want them to feel:

I never want this brand to feel:

Three words that should guide every choice:

THE TEST

If a name, color, logo, sentence, photo, or offer does not create the feeling, it does not belong yet.

Pick a name that can carry the work.

A good name does not need to explain everything. It needs to be clear enough to remember and strong enough to grow with you.

- Write ten names without judging them.
- Say each name out loud.
- Check the spelling, pronunciation, and meaning.
- Search the web, social platforms, domain names, and your state business database.
- Check federal trademark records before investing in the identity.
- Ask whether the name still works if the business grows beyond the first offer.

The three strongest names:

The name I am choosing and why it feels right:

DO NOT PICK ONLY WITH YOUR EYES

Say it in a room. Put it in a sentence. Imagine a customer telling someone else about it.

Color is the feeling in action.

Color tells people how to feel before they read a word. Pick it for the job it needs to do, not because the internet said it is popular.

ROLE	WHAT IT MUST DO	MY CHOICE
Primary	Carry the strongest brand feeling.	
Anchor	Ground the identity and hold body text.	
Accent	Create energy, emphasis, and action.	
Neutral	Give the brand space to breathe.	

The feeling each color carries:

CHECK IT IN REAL LIFE

Test the palette on a phone, a laptop, a printed page, a social post, and a button. Make sure the contrast works and the feeling stays consistent.

The logo is the feeling at a glance.

It should not carry every idea. It should carry the same energy as the name, the color, and the promise.

- Build the wordmark first. Make sure the name can stand on its own.
- Create one simple element that can work small.
- Test it in one color before adding the full palette.
- Test it at favicon size, social-avatar size, and full header size.
- Prepare horizontal, stacked, icon, dark-background, and light-background versions.
- Do not let the symbol overpower the name.

What should the logo communicate before anyone reads the name?

What does not belong in the logo?

Your voice shapes how people perceive everything.

The message matters. So does how it is said. Your language tells people whether this brand is for them, whether they can trust it, and how they should feel in the room.

WE SOUND LIKE	WE DO NOT SOUND LIKE

The sentence we want people to repeat about us:

Words we use on purpose:

Words that never sound like us:

NO RIGHT OR WRONG

A luxury brand can whisper. A community brand can talk like the group chat. A technical brand can be warm. The goal is not to sound like everyone else. The goal is to sound unmistakably like you.

Set up the business behind the brand.

The creative choices need a legal and financial home. Requirements change by state and city, so verify every step with official local sources.

- ■ Choose a business structure with a qualified tax or legal professional.
- ■ Search and register the business name with your state.
- ■ Request an EIN from the IRS if needed.
- ■ Check city and county licenses, permits, and fictitious-name requirements.
- ■ Open a business bank account and keep business money separate.
- ■ Choose bookkeeping, invoicing, payment, contract, and tax systems.
- ■ Review trademark protection with a qualified professional.
- ■ Save formation documents, renewals, receipts, and deadlines in one place.

My state and local filing links:

People I need on the business side:

IMPORTANT

This workbook is a planning tool, not legal or tax advice. Use your state, county, city, IRS, and USPTO websites as the source of truth.

Build the first website around one clear move.

The job is not to impress people with pages. The job is to help the right person understand the brand, trust the work, and know what to do next.

- Say what you do and who it is for in the first screen.
- Show the feeling through type, color, photography, rhythm, and language.
- Explain the problem you solve without turning the page into a presentation.
- Show proof: work, results, people, testimonials, or process.
- Give every page one primary action.
- Write page titles and descriptions around what real people search.
- Check mobile spacing, speed, forms, buttons, images, and accessibility.
- Connect analytics and search-console tools before launch.

The one action the website should drive:

The three things a visitor must understand in ten seconds:

Give the brand a plan to keep showing up.

Marketing is not a pile of posts. It is a repeated message, carried through the right rooms, often enough to be remembered.

30 DAYS	60 DAYS	90 DAYS
Foundation Offer Message Website	Content rhythm Partnerships Email list Proof	Campaign Press Events Optimization

The message we will repeat for the next 90 days:

Where our people already spend attention:

The proof we can publish now:

Use AI to move faster, not to erase your voice.

A tool can organize, draft, compare, edit, and automate. It cannot decide what your brand believes. You still have to bring the truth.

NEED	USE A TOOL FOR	KEEP HUMAN
Research	Questions, market scans, summaries, comparisons.	The point of view and final judgment.
Writing	Outlines, options, editing, SEO structure.	Stories, opinions, rhythm, and lived language.
Design	Moodboards, layouts, resizing, production.	The feeling, taste, and final selection.
Website	Draft code, organize content, test pages.	The offer, customer journey, and experience.
Operations	Forms, scheduling, notes, follow-up, repeatable tasks.	Relationships, promises, and accountability.

START WITH THESE. NOT ALL OF THEM.

CHATGPT	Thinking, research questions, outlines, options, and editing.	**CANVA**	Moodboards, the brand kit, templates, and everyday design production.
WIX	A fast first website structure you can keep editing until it feels like you.	**NOTION**	One home for brand decisions, plans, content, and working files.
MAILCHIMP	Collect emails, welcome people, and keep the relationship moving.	**ZAPIER**	Connect forms, scheduling, email, and follow-up so leads do not disappear.

Do not collect tools. Build a system you will actually use. Features and pricing change, so check each platform before choosing.

Your first 30 days.

A brand becomes real through decisions made in order. Do not try to finish everything in one loud weekend.

WEEK	FOCUS	DONE WHEN
01	Feeling, audience, promise, and name.	You can explain the brand without a deck.
02	Color, type, logo, and voice.	Every choice feels like the same brand.
03	Business setup, offer, website, and payments.	Someone can understand, trust, and buy.
04	Launch message, content, outreach, and proof.	The brand is in motion, not waiting for perfect.

The first move I will make in the next 24 hours:

The decision I will stop reopening:

The person I will ask for help:

THE BRAND IS NOT THE LOGO.
IT IS THE FEELING PEOPLE CARRY AWAY.

Build the feeling. Make the decisions. Put the brand in motion. Then keep showing up until people know exactly what room they just walked into.

We build brands. We build people. We build communities.

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