

# IDEA TO LAUNCH KIT STARTER

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## Module 2 Interactive Workbook

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### Section 2.1: What Is a Brand (Really)?

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#### Objective

Give the entrepreneur a clear, practical understanding of what a brand is — not just visuals, but the emotional + structural backbone of the business.

#### Education Box

A brand isn't just a name, logo, or color scheme.

It's how people feel when they see your business — and how clearly they understand what you do.

Your brand needs to do both: - Connect emotionally (Alchemist) - Communicate clearly and consistently (Architect)

The stronger the alignment between your vision, your voice, and your visuals, the faster people trust and buy.

## E-DNA Application (Alchemist + Architect Combined)

Trait	Alchemist View	Architect View
Vision	"I want it to feel meaningful and magnetic"	"I want it to be clear and aligned to the offer"
Voice	"It should sound like me"	"It should sound consistent and professional"
Visuals	"The colors and style must feel right"	"The visuals must scale and be reusable everywhere"

You don't need to choose between emotion or logic — a strong brand combines both.

### Brand Readiness Checkpoint (Mini Self-Audit)

Before we move on, ask yourself:

**1. Can I explain my business in one clear sentence?**

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**2. Do I feel emotionally connected to the idea?**

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**3. Would someone else understand who it's for and what it does in 3 seconds?**

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**4. Does the brand feel like me — and work across systems?**

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If not, no problem — this module will fix that.

### Progress Tracker

Upon completing this page, tick the "Brand Clarity Unlocked" checkbox: ☐

This activates Section 2.2: Fast Functional Name Generator.

## Section 2.2: Name & Brand Identity Fast Track

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**Design your brand identity — clearly, confidently, and launch-ready**

### **Purpose of This Section**

To eliminate overthinking and confusion around names, logos, and brand identity.

Entrepreneurs will walk away with a complete, launch-ready brand starter pack — name, tagline, colors, tone, and story — using proven brand guideline framework and AI-enhanced prompts.

### **Education Box**

Most new entrepreneurs get stuck here.

They waste days choosing a name, weeks fiddling with logos, and months with inconsistent branding.

This section gives you the clarity, speed, and confidence to move forward without perfection — but with magnetic energy and commercial alignment.

### **Dual E-DNA Guidance (Merged View)**

All entrepreneurs need both: - Magnetic emotional resonance (Alchemist) - Clean strategic structure (Architect)

You'll build a brand that feels aligned and functions commercially — without compromise.

#### **2.2.1 Brand Identity Starter Prompts**

Master ChatGPT prompt that extracts all raw information to begin.

This prompt generates 3 viable names, color palettes, and taglines, based on energy + logic:

## Master Prompt

### Copy this into ChatGPT:

"I'm building a business in the following space:

- My idea: [insert idea]
- Who it's for: [insert audience]
- The result or transformation: [insert result]
- What I want it to feel like: [insert emotion or tone]

Please suggest:

- 3 business name options (available domains preferred)
- A brand color palette (with HEX codes)
- A short tagline (max 10 words)
- 1-sentence brand tone guide (e.g. warm, witty, assertive, etc.)"

## Your AI Response Space

Date: \_\_\_\_\_

### AI Response Summary:

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## 2.2.2 Brand Story Builder

Uses the 7-part story framework:

**1. Origin Spark — Where did this idea begin?**

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**2. Frustration Moment — What triggered your decision to act?**

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**3. Turning Point — When did you know this had to become a business?**

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**4. The Big Why — What impact do you want to create?**

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**5. Personal Advantage — What unique lived experience or skill do you bring?**

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**6. Vision Ahead — What will change for your clients or audience?**

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**7. Closing Line — What do you believe that most people don't?**

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### **2.2.3 Brand Voice & Tone**

Define your brand voice using these elements:

**Tone Anchors: Choose 3 (e.g. Bold, Wise, Relatable)**

1.

2.

3.

**Persona Snapshot: 1-line description of how your brand should speak**

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### **AI Prompt for Voice & Tone**

**Copy this into ChatGPT:**

"Based on my audience, brand energy, and industry, suggest a brand tone and write a short description of how I should sound on socials and my website. Use 3 tone adjectives and write a short do/don't table."

**Your Voice & Tone Response**

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**2.2.4 Visual Identity Builder**

What you'll create: - Logo (with free tools or Canva AI prompt) - Color Palette (based on AI or personal input) - Font Style (via Canva or Google Fonts) - Layout Kit (intro to templates for landing pages, lead magnets, etc.)

**AI Prompt for Visual Identity**

**Copy this into ChatGPT:**

"Based on this business and brand tone, create a logo concept, color combination, and recommended font pairing that works for digital and physical products."

**Your Visual Identity Response**

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**2.2.5 Final Brand Summary Sheet**

**Business Name:**

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**Tagline:**

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**Logo & Color Palette:**

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**Audience Definition:**

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**Brand Story (shortened):**

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**Brand Tone & Voice:**

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**Website Copy Start Point:**

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# Section 2.3: Logo & Visual Identity Builder

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Create a powerful first impression — without wasting weeks on design

## Objective

Help entrepreneurs quickly develop a clear, credible, and emotionally resonant visual identity — including their logo, color palette, and font style — that aligns with both logic and energy.

## Education Box

Most entrepreneurs spend too long on their logo — or not enough.

Either they: - Get stuck trying to "make it perfect" with no design skill (Alchemist overthinking) - Skip branding entirely and end up looking untrustworthy (Architect under-prioritising)

Your visual identity isn't just "pretty pictures" — it's your first signal of who you are.

This builder gives you a clean, confident brand look — fast.

## Unified E-DNA Prompt (Architect + Alchemist Combined)

Architect focus	Alchemist focus
Clean, scalable, system-ready visuals	Magnetic, meaningful, and emotionally aligned aesthetics

Together, you create a brand that looks legit and feels like you.

## Smart Master Prompt

Copy this into ChatGPT:

"I'm building a new business and need help designing my visual identity.

Please suggest:

- Logo concept ideas (style, shape, symbolism)
- Brand color palette (HEX codes + energy meanings)
- Font pairing (headline + body fonts)
- Moodboard theme inspiration (emotionally aligned)

Here's what I'm working with:

- Business name: [insert]
- Industry / niche: [insert]
- What I want the brand to feel like: [e.g., bold, minimalist, warm]
- 2-3 keywords that capture my energy: [insert]

Please make sure the identity is:

- ✓ Clean and readable across formats
- ✓ Emotionally aligned to my style
- ✓ System-ready for future use (socials, web, print)
- ✓ Includes color psychology explanations"

## Your Visual Identity Response

**Date:** \_\_\_\_\_

**Logo concept ideas:**

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**Brand color palette:**

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**Font pairing:**

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### Moodboard theme inspiration:

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### Tool Links

Tool	Purpose
Coolors	Create and test color palettes
Looka	AI-powered logo creation
Canva	Quick logo design + templates
Google Fonts	Select web-safe font pairings
Fontjoy	AI font pairing suggestions

### Action Checklist

- ☐ Use the AI prompt above to get logo + color ideas
- ☐ Choose 2–3 visual styles that feel right
- ☐ Check visual clarity on light/dark backgrounds
- ☐ Test logo readability at small sizes (e.g., profile picture)
- ☐ Finalise your logo file
- ☐ Finalise color palette (with HEX codes)
- ☐ Finalise font pairing (Google Fonts preferred)
- ☐ Save to brand asset folder (or Canva)

### Final Thought Box

Your logo and colors should never delay your launch.

Great brands evolve — but a clear start gives your audience instant trust.

# Section 2.4: Brand Story & Guideline Builder

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**Clarify who you are, what you stand for, and how you show up — in words and visuals**

## Objective

Help entrepreneurs build a compelling brand narrative and visual guideline that defines their tone, values, personality, and aesthetic — while keeping it usable across socials, websites, and team assets.

## Education Box

A business with no brand story feels forgettable.

A business with too much story feels confusing.

This builder helps you land your message clearly — so your audience instantly gets who you are and why it matters.

This section combines messaging and style into one simple, reusable identity kit.

Use it for your socials, website, onboarding, and whenever you bring in new team members or partners.

## Combined E-DNA Prompt (Balanced)

Architect	Alchemist
"I need precision, tone clarity, and a style system I can use across platforms."	"I want my story to feel magnetic, truthful, and infused with the energy I bring to this work."

**Together:** "Build a powerful message that connects emotionally — and delivers clearly."

# Master Prompt: Brand Story + Style Generator

## Copy this into ChatGPT:

"I'm creating my brand identity and need a written and visual guideline.

Please generate the following, based on my business:

- Brand story (3–4 paragraphs max)
- Brand purpose and mission (1 sentence each)
- 3 Brand values (short, strong, distinctive)
- Tone of voice (with examples of what to say vs avoid)
- Ideal audience overview (1 paragraph)
- 3 Visual keywords that describe the brand (e.g., minimalist, bold, vibrant)
- Sample CTA sentence (for social bio or hero section)

Here's what I'm working with:

- Business name: [insert]
- Industry / niche: [insert]
- What I want my brand to feel like: [insert]
- The kind of people I want to attract: [insert]
- Any words or phrases I love: [insert]

## Your Brand Story & Guidelines

Date: \_\_\_\_\_

### 1. Brand story:

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**2. Brand purpose:**

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**3. Brand mission:**

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**4. Three Brand values:**

1.

2.

3.

**5. Tone of voice:**

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**6. Ideal audience overview:**

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**7. Three Visual keywords:**

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**8. Sample CTA sentence:**

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**8. Sample CTA sentence:**

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# Section 2.5: Social Profile Setup & Launch System

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**Claim your digital presence — for online, offline, or hybrid businesses**

## Objective

Support all entrepreneurs — whether building an online brand, a local business, or a hybrid model — to launch clear, consistent, and aligned profiles that reflect their business type and goals.

## Education Box

Whether your business is fully digital, brick-and-mortar, or a mix of both — today's customers check your online presence first.

That's true for coaching brands, hair salons, ecommerce, plumbers, cafés, and more.

This section helps you launch strong, searchable, and professional profiles that give your business credibility — without overthinking it.

## Combined E-DNA Prompt (Balanced)

Architect	Alchemist
"I want clean, clear, and functional profiles that make it easy to understand what I do."	"I want my online presence to feel like a true reflection of who I am and what I stand for."

**Together:** "Launch your business presence in a way that is both emotionally magnetic and strategically sound — no matter what type of business you run."

## Master Prompt: Social Profile Builder

**Copy this into ChatGPT:**

"I'm setting up my social presence and need help getting clear and consistent across platforms.

Please generate:

- A short Instagram or TikTok bio (150 characters max)
- A professional LinkedIn headline + summary
- A catchy tagline or slogan
- A call-to-action (e.g. link in bio)
- 1 social content idea for each platform (IG, LinkedIn, TikTok, etc.)
- A brand "energy" description (tone/feel of my presence)

My business:

- Name: [insert]
- What I do / sell: [insert]
- Audience: [insert]
- Is it: ☐ Digital ☐ Physical ☐ Hybrid
- My tone of voice: [insert]
- Website or main link: [insert]

## Your Social Profile Response

Date: \_\_\_\_\_

### 1. Instagram/TikTok bio:

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### 2. LinkedIn headline + summary:

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### 3. Catchy tagline or slogan:



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**4. Call-to-action:**

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**5. Social content ideas:**

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**6. Brand energy description:**

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## Platform Setup Checklist

For every type of business:

Task	Digital Business	Local/Physical Business	Hybrid
Claim usernames & set up platforms	Instagram, TikTok, LinkedIn, YouTube	Google Business Profile, Facebook Page, Yelp	All relevant platforms
Upload logo, photo, or storefront pic	Branded logo or product visuals	Front-of-store image or brand symbol	Both
Add bio + profile CTA	"Join the waitlist" or "Download guide"	"Visit us at..." or "Book appointment"	"Order online or visit us in-store"
Add contact & hours	Optional	Phone, address, map, hours	All
Create Linktree or 1-page site	Required	Optional	Required

## Google Business Profile Setup (for bricks & mortar)

- ☐ Create a Google Business listing
- ☐ Add address, opening hours, phone number

- ☐ Add 3 photos: exterior, interior, logo
- ☐ Ask 2–3 people to leave a Google review

Link: <https://www.google.com/business>

## **Tool Suggestions**

- Linktree or Stan.store
- Namecheckr
- Google Business Profile
- Canva – create highlight covers or banner visuals
- ChatGPT – run the Master Prompt

## **Final Thought Box**

Whether you're launching a course, a coffee shop, or a clothing line — someone is Googling you.

Don't let them find confusion, silence, or half-finished profiles.

Be visible. Be clear. Be aligned.

# Section 2.6: Link Infrastructure System

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Connect your digital presence — no matter your business type

## Objective

Help entrepreneurs — across all business models — create a simple, scalable link system that connects their audience to the right actions: visit, buy, book, contact, or learn more.

## Education Box

In 2025, every business needs a central place to send people — even if they don't have a full website yet.

Whether you're running an online service, a local salon, or a hybrid product + in-person setup, this system gives you clarity, control, and credibility.

This section helps you choose and set up your link infrastructure — so your audience always knows where to go next.

## Combined E-DNA Coaching View

Architect	Alchemist
"I need a clean system that connects all my platforms and drives the right action."	"I want my link to feel branded, simple, and energetically aligned."

**Together:** Create one clear, consistent path that feels you — and works strategically.

## Master Prompt: Link Infrastructure Builder

Copy this into ChatGPT:

"I need help creating a link system for my business. I don't have a full website yet but I want to direct people properly.

Please suggest:

- The best link system based on my business type (see options below)
- What to include in the top 3 call-to-actions
- How to structure the order visually
- What language to use that reflects my brand style

Business details:

- Type: [Digital / Physical / Hybrid]
- Offer: [insert description]
- Goal: [build email list / get bookings / sell product / raise awareness]
- Links I currently have: [insert IG, LinkedIn, Calendly, etc.]
- Brand tone: [calm, fun, bold, etc.]"

## Link Infrastructure Options

Business Type	Best Option	Why
<b>Digital</b> (courses, coaching, service-based)	Link-in-bio tool (e.g., Stan, Linktree, Highnote)	Fast, clean, trackable
<b>Physical</b> (salons, shops, local services)	Google Business link + simple 1-page site	Prioritize map, contact, reviews
<b>Hybrid</b> (product + in-person)	Combo link hub with purchase + visit + story	Balance online and offline needs

## Your Link Infrastructure Response

Date: \_\_\_\_\_

1. Best link system for your business:

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2. Top 3 call-to-actions:

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1. \_\_\_\_\_

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2.

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3.

### 3. Visual structure order:

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### 4. Brand-aligned language:

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## Link Setup Checklist

- ☐ Choose your link-in-bio platform
- ☐ Set up your main landing hub
- ☐ Add your top 3 call-to-actions
- ☐ Test all links work properly
- ☐ Add to all social media bios
- ☐ Update business cards/materials

# Section 2.7: Brand Bio & Profile Builder

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Create compelling bios that convert browsers into followers and customers

## Objective

Help entrepreneurs write magnetic, clear, and conversion-optimised bios for all platforms — from Instagram to LinkedIn to website About pages — using proven formulas that work across industries.

## Education Box

Your bio is often the first thing people read about you.

It's your chance to make a strong first impression, build trust, and guide people toward the next step.

A great bio does three things:

- Makes it clear who you help
- Shows the result or transformation you provide
- Gives people a reason to follow or connect

## Combined E-DNA Coaching View

Architect	Alchemist
Focus on clear value proposition and logical flow	Focus on emotional connection and authentic voice

**Together:** Create bios that are both compelling and clear.

## Brand Bio Formats

Format	Use Case
IG Bio	One-liner + call-to-action
LinkedIn Headline	Who you help + result-driven benefit
Website About	Short story arc + offer + values
YouTube / TikTok	First-person hook + transformation promise

## Profile Building Checklist

Platform	Must-Have Fields
Instagram	Name, tagline, CTA, link
LinkedIn	Headline, About, Experience
TikTok	Name, short bio, link
Website	Mission intro, About the founder, Brand values

## E-DNA Prompts

Architect Prompts	Alchemist Prompts
"Describe your ideal customer in 1 sentence."	"What future do you want to create for people?"
"Summarise the core result you offer."	"What excites or moves you about your mission?"
"What proof can you include?"	"What part of your story gives others permission?"

# Sample Bio Templates

Type	Template
Strategic Bio	"I help [target audience] achieve [result] through [method or service]."
Energetic Bio	"Here to help [audience] shift from [struggle] to [vision] — because you were never meant to do it alone."
Hybrid Bio	"I guide [audience] through [journey] using a blend of [X + Y], built from real experience and deep care."

## Your Bio Builder Workspace

Platform: \_\_\_\_\_

Target audience:

\_\_\_\_\_

Core result you offer:

\_\_\_\_\_

Your method or approach:

\_\_\_\_\_

Your mission/why:

\_\_\_\_\_

Draft bio (Version 1):

\_\_\_\_\_

Draft bio (Version 2):

\_\_\_\_\_

Final bio:

\_\_\_\_\_

Call-to-action:

\_\_\_\_\_



# Section 2.8: The Content Launch Checklist

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Start posting with clarity, consistency, and zero overthinking

## Objective

Launch your brand online with a minimal but high-impact content stack that builds early trust, shows your offer clearly, and attracts your first leads or audience — without needing to become a full-time content creator.

## Education Box

Most new entrepreneurs don't need a complex content strategy.

They need a strong foundation: a few clear posts, a simple structure, and the confidence to show up.

This section gives you exactly that — with plug-and-play formats and post ideas that work across any niche or platform.

## Combined E-DNA Coaching View

Architect	Alchemist
"Give me a framework and repeatable format I can batch and schedule."	"Let me express my story and connect emotionally with my audience."

**Together:** A launch set that's strategic, expressive, and clear — built once, used everywhere.

## Master Prompt: First 10 Posts Builder

Copy this into ChatGPT:

"I'm launching my business and want help creating 10 posts that will:

- Build trust with my audience

- Explain who I help and how
- Share my story with purpose
- Start attracting leads or customers

Here's my info:

- My offer: [insert]
- My audience: [insert]
- My story / background: [insert]
- Platforms: [IG, LinkedIn, TikTok, etc.]
- Entrepreneurial DNA: [Architect / Alchemist / Both]

Please give me:

- 10 post ideas with headlines
- Suggested content format (reel, carousel, story, caption)
- Optional CTA for each
- Style that fits my tone and DNA"

## Your Content Launch Response

Date: \_\_\_\_\_

### 10 Post Ideas:

1. \_\_\_\_\_

1. \_\_\_\_\_

1. \_\_\_\_\_

1.

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1.

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1.

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1.

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1.

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1.

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1.

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## Minimum Launch Stack (Post Types)

Post Type	Purpose
About Me	Introduce who you are + mission
Offer Explainer	What you do, who it's for, what result
Transformation Story	Personal or client journey that inspires
Educational Tip	A quick, practical piece of advice
Common Mistake	What most people get wrong — and how you fix it
Origin Story	Why you started — the emotional moment
Behind the Scenes	Tools, rituals, or early stage journey
Announcement	"Doors open" / "Now taking clients" CTA
Process Peek	Your delivery method or framework
Community Post	Shoutout, values, or people who helped you get here

## E-DNA Content Approach

Architect View	Alchemist View
Build once. Use everywhere.	Post with presence, not pressure.
<ul style="list-style-type: none"><li>• Reuse post copy across LinkedIn + IG + email</li></ul>	<ul style="list-style-type: none"><li>• Choose one post to speak your truth — then repackage later</li></ul>
<ul style="list-style-type: none"><li>• Batch in a single content calendar</li></ul>	<ul style="list-style-type: none"><li>• Use audio or reels if you express better verbally</li></ul>
<ul style="list-style-type: none"><li>• Use a clean template system</li></ul>	<ul style="list-style-type: none"><li>• Don't wait for perfection — energy beats polish</li></ul>

## CTA Examples Bank

Type	CTA Example
Architect	"DM 'INFO' for pricing & structure"
Alchemist	"If this message felt like it was meant for you... let's talk"
Hybrid	"Feel the pull? Ready for clarity? Let's start — link in bio."

## Content Launch Checklist

- ☐ Run the Master Prompt to get 10 post ideas
- ☐ Choose your top 5 posts to start with
- ☐ Write/create your first post
- ☐ Schedule or post your content
- ☐ Engage with comments and responses
- ☐ Track which posts perform best
- ☐ Repurpose top-performing content

## Final Thought Box

Business begins when you show up.

Your content isn't about perfection — it's about permission.

Permission for others to trust, connect, and say "yes."

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## WORKBOOK COMPLETION

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Congratulations! You've completed all sections of Module 2.

# Your Progress Summary

Section	Completed
2.1: What Is a Brand (Really)?	<input type="checkbox"/>
2.2: Name & Brand Identity Fast Track	<input type="checkbox"/>
2.3: Logo & Visual Identity Builder	<input type="checkbox"/>
2.4: Brand Story & Guideline Builder	<input type="checkbox"/>
2.5: Social Profile Setup & Launch System	<input type="checkbox"/>
2.6: Link Infrastructure System	<input type="checkbox"/>
2.7: Brand Bio & Profile Builder	<input type="checkbox"/>
2.8: The Content Launch Checklist	<input type="checkbox"/>

## Next Steps

Once you've filled in all sections, you're ready to launch your brand with clarity, consistency, and confidence.

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*This workbook is based on the Brandscaling Idea to Launch Kit Starter - Module 2*