Kaptick Ventures

The 7 Online Assets Every Business Needs (24-Hour Edition)

A simple workbook to get your foundation right and make your website work 24 harder.

From Kaptick Media

This workbook provides a simple, actionable plan to prepare your business for a successful website launch. By focusing on seven crucial online assets, you'll lay a strong foundation that ensures your website not only looks great but works for your business. The goal is to complete it in 24 hours, maximizing your time while our team at Kaptick Media builds your free website mockup.

Essential Online Assets

The Next 24 Hours: Your Website Kickstart

You've requested a free website mockup from Kaptick Media. While our team is hard at work building it, don't just wait. Use the next 24 hours to prepare your business to launch a website that works.

This workbook will guide you through the 7 most crucial online assets you need to have in place. It's a quick, focused blueprint for your next business day.

Your 1-Day Blueprint:

- Morning Session (2-3 Hours): Core Identity Sprint

- Task: Complete Assets 1-3.

- Focus: This is your creative session. Finalize your brand name, logo, colors, and core message. This work requires focus and should be done at the start of your day.

- Afternoon Session (2-3 Hours): Digital Presence Lock-In

- Task: Complete Assets 4-6.

- Focus: This is for administrative tasks. Secure your professional email, create your social media accounts, and lock in your handles. This is logistical work that can be done after your creative session.

- Evening Session (2-3 Hours): Social Proof Power-Up

- Task: Complete Asset 7.

- Focus: This is the most important part of your foundation. Use this time to reach out to a few happy customers to gather testimonials. This task can be started now and followed up on tomorrow.

24-Hour Website Kickstart Blueprint

Asset 1: Brand Name & Logo

Actionable Steps:

- Morning Task: Dedicate 30 minutes to brainstorming and finalizing your business name.
- Morning Task: Locate your logo file. If you don't have one, spend 30 minutes sketching a simple idea.

- Afternoon Task: Check domain and social media handle availability for your chosen name.

Fill in this section:

- Your Brand Name: [Enter your full brand name here]
- Logo Sketch/Upload: [Space to upload or sketch your logo.]

How to establish the brand identity?

Asset 2: Brand Colors & Fonts

Actionable Steps:

- Morning Task: Look at your favorite brands and identify their color and font styles.
- Morning Task: Use a free color palette generator (like Coolors) to find a set of colors that work well together.

- Afternoon Task: Find and download the actual font files you will use.

Fill in this section:

- Primary Brand Color (Hex Code): [e.g., #FF5733]
- Headline Font Name: [e.g., Montserrat, Raleway]

How to choose brand colors and fonts?

Asset 3: Core Messaging (USP & Tagline)

Actionable Steps:

- Morning Task: Write down a list of the top 3 problems your clients face.
- Morning Task: Write your unique solution to each problem.
- Morning Task: Combine your best solution into a one-sentence USP and a short tagline.

Fill in this section:

- Your One-Sentence USP: [e.g., We help small business build custom websites that grow their sales.]
- Your Tagline: [e.g., Your business, online.]

Core Messaging Development

Asset 4: Business Email & Contact

Actionable Steps:

- Afternoon Task: Confirm your professional email address is set up.
- Afternoon Task: Gather and list your main business phone number and address.

Fill in this section:

- Professional Email Address: [Enter your email here]
- Business Phone Number (If any): [Enter your phone number here]

Setting Up Business Email and Contact

Asset 5: Google Business Profile

Actionable Steps:

- Afternoon Task: Search for your business name on Google to see if a profile already exists.
- Afternoon Task: If not, set up your profile and fill out all of the details.

Fill in this section:

- Do you have a Google Business Profile? [Checkbox: Yes / No]
- Link to your profile: [Paste a link to your Google Business Profile here]

Setting Up Google Business Profile

Asset 6: Social Media Handles

Actionable Steps:

- Afternoon Task: Use a name checker tool to secure your brand name on major social platforms.
- Afternoon Task: Create basic profiles on at least three key platforms (e.g., Facebook, Instagram, LinkedIn).

Fill in this section:

- Your Handles: [List all your key social media handles here]

Building Your Social Media Presence

Asset 7: Testimonials & Proof

Actionable Steps:

- Evening Task: Dedicate 30 minutes to sending out a few emails or text messages to past clients asking for a testimonial.
- Evening Task: Take screenshots of any positive reviews you have already received online.
- Evening Task: Note down any key results you have helped a client achieve (e.g., "Increased sales by 20%").

Fill in this section:

- Your Best Review: [Paste your best review here]
- A Key Statistic: [e.g., "Helped ABC Co. increase sales by 20%."]

Gathering Testimonials and Proof

Final Checklist: Are You Ready?

You now have the 7 essential assets. Are you ready to build a website that works?

Building a Website

- [ ] 1. Brand Name & Logo
- [ ] 2. Brand Colors & Fonts
- [ ] 3. Core Messaging
- [ ] 4. Business Email & Contact
- [ ] 5. Google Business Profile
- [ ] 6. Social Media Handles
- [ ] 7. Testimonials & Proof

Outro

Congratulations! You've completed your 24-hour website prep.

You now have the foundation to build a powerful online presence. By doing this work now, your new website will be able to start generating results from day one.

Your custom mockup is on its way. We'll be in touch soon!

Website Prep Completion