**Web Content 2019**

**CTA’s to focus on:**

BDW Series Website Critique

Free Consultation Get a Quote

**HOME PAGE**

Our mission is to support, equip­, and educate the passionate entrepreneur and small business owner with brand development services including marketing strategy, graphic design, web development, and business development resources.

BizVisionary helps entrepreneurs define their brands, captivate their audiences, more effectively present their businesses and promote their messages. We offer brand building discovery sessions, one to one brand development workshops, custom logo design, marketing material development, expert advice and educational material.

Short Bio

Being passionate about what you do and having a vision for success is only part of the battle. Expressing that vision to your audience efficiently and effectively is an important task that successful organizations accomplish and struggling ones overlook. How you target your audience, differentiate yourself from competitors and present your company will determine what kind of (and how many) customers you draw.

I know first-hand how much fear of the unknown can prevent entrepreneurs from doing what they love, and achieving the type of lifestyle they dream of. I strive to be a source of support, encouragement and education for the passionate visionaries and small businesses who have something to offer the world but don’t know how to articulate their value in the market place. Seeing these relentless dreamers light up when they start to see all the value they can be offering and where their business can take them is what keeps me motivated.

Sessions Menu

Biz Resources

Icons/images of different Resources linking to the already existing detailed sections

Contact

Let's Create Something

If you take pride in what you offer, I want to work with you. If you have a vision for what your company can represent, or even a desire to have one, I can help you bring it to life. I take pride in including you in the creative process and teaching you what I know along the way. You know your customers and I know how to reach them.

**ABOUT PAGE**

Short Bio

I know first-hand how much fear of the unknown can prevent entrepreneurs from doing what they love, and achieving the type of lifestyle they dream of. BizVisionary started to take shape when I began to ask myself important questions about how my business could help me achieve the lifestyle I wanted and become the kind of person I’ve always wanted to be. Defining my vision for success has allowed me to live what I love to do every day while helping others find ways to do the same.

I strive to be a source of support, encouragement and education for the passionate people who have something to offer the world but don’t know how to articulate their value in the market place. Seeing these relentless dreamers light up when they start to see all the value they can be offering and where their business can take them is what keeps me motivated.

Why Choose BizVisionary

I understand the concerns, goals and budgets of entrepreneurs so I cater my services to the strivers who want to market themselves professionally and effectively but can’t afford to hire a fully staffed marketing agency. I will assess your marketing needs and show you the tools, platforms, and the known strategies to reach more people in more meaningful ways.

My results-driven sessions include marketing exercises, brainstorming, advice and educational resources in order to develop your vision, pricing structure, marketing processes and procedures for years to come. But I don’t stop there.

I execute all stages of design for professional logos, pamphlets, flyers, business cards, trade show material, product packaging, and digital media to spread your message with consistency and organization.

BDW PITCH Invest Time into Yourself. Save Your Money.

BizVisionary’s Brand Development Workshop series was made for people who have a passion, idea, or skillset, but lack the marketing skills and foresight to bring their ideas to life. It is meant to help motivated entrepreneurs turn their passion into machines that support them.

Answer the questions that a business coach would ask, learn to think like your ideal customer, use the industry tested business tools of a marketing firm, and develop a marketing strategy on your own without the cost of hiring a fully staffed firm!

Learn more about our Brand Development Workshop Series now!

Contact

**SERVICES PAGE**

Add meaning to your message, and value to your products. (hero)

BizVisionary guarantees organized and results-driven sessions with a brand developer, to uncover, organize, articulate, and express more value to your customers.

Work personally with a brand developer focused on providing resources and guidance through all the steps that go into developing your sales funnel, marketing plan, and media so you can have a brand that draws the kind of customers you really want.

BizVisionary carries out all stages of designing professional print media, unique logos, custom graphics, trade show material, product packaging, and digital media to spread your message with consistency and organization.

Brand Development

Work face to face with brand developer, Paul Hittner, to develop your message and uncover something more meaningful than just a product or service that you can offer. Craft a message that stays true to your business philosophy and tells your customers what they really want to hear.

Choose the programming that works best for you in order to develop a foundation for your promotional efforts for years to come.

Rather grow your brand on your own? Buy BizVisionary’s master collection of brand development workshops to grow your marketing processes and procedures at your own pace.

BDW

By exploring the lessons, completing the exercises and answering important questions you’ll gain a better understanding of your company’s core values, your offering, industry, audience and competitors. Completing the series of workshops that make up this book will help you to:

Discover Your Niche

Improve Your Offering

Assess Various Marketing Methods

Re-Target for Better Customers

Develop Your Marketing Procedures

Generate Your Story and Content

Create A Winning Logo Concept

Graphic Design

Show a custom look and resonating message to your customers

Captivate, inform, persuade, or remind your audience with professional and thoughtful material they can connect with created under your direction by a skilled graphic designer.

Check out my work > takes you to portfolio page.

Express your vision with professionally produced thoughtful print and digital media they can connect with.

BizVisionary executes all stages of designing captivating marketing and sales material. The process includes thorough design consultations to assess your needs, objectives, and budget in order to express your message the best way possible.

Custom logos

Pamphlets

Flyers

Business Cards

Signs and Banners

Vehicle Wraps

Product Packaging

Digital Media

Logo Design

Every line, color, font style, texture and shape used to create your trademark will have a purpose and meaning so that you can have something more than a logo; a consistent and cohesive image that can be used in all of your marketing and promotional material. When finished, your logo will be reflective of your company's core values, differentiated from competitors, recognizable and visually appealing to the eye.

**BRAND DEVELOPMENT PAGE**

Craft a brand

that allows you to live what you love to do. (Dad with son in shop)

You have something valuable that fixes people’s problems and adds meaning to their lives. I’ll teach you how to sell more than just a product and attach a deeper meaning to your message.

Together we’ll tell the story your customers will want to engage with.

Discovery Sessions

Work face to face with me to add meaning to your message and value to your products. Marketing advice and workshops will develop your vision, refine your mission and improve your offering as you are introduced to BizVisionary’s inner circle of trusted strategic partners.

Schedule now View Programs

Rebranding

Re-target your audience to promote your message more effectively and start drawing the type of customers you really want to work with. It's never too late to redefine your company’s message and change the way you are perceived by those you are trying to reach.

When you’re ready to start pursuing larger audiences the small details in the look and feel of your company’s image start to matter a lot more. Together we’ll add consistency and organization to all the ways your company interacts with the world.

Schedule Now Get Resources

Strategy Sessions

Develop your sales funnel and media plan to reach more people in more meaningful ways. I use tested marketing tools and exercises to re-target your ideal customers and re-focus your business. We’ll analyze your audience and competitors to identify the best ways to position your company in the market.

Schedule now View Programs

Master Collection: Brand Development Workshop Series

Build A Brand On Your Own

Answer the questions that a business coach would ask, learn to think like your ideal customer, use the industry tested surveys and business tools that marketing firms use to develop a marketing plan on your own without the cost of hiring a fully staffed agency!

Work through the master collection of brand development workshops by yourself or with your business partners. If you need help answering the questions and coming up with concepts, schedule some sessions with BizVisionary to guide you through the workshops in person.

Discover Your Niche

Improve Your Offering

Assess Various Marketing Methods

Re-Target for Better Customers

Develop Your Marketing Procedures

Generate Your Story and Content

Create A Winning Logo Concept

Workbook includes:

Vision Board Template

Marketing & Sales Lessons

Brand-Building Worksheets

Customer Analysis

Competitor Analysis

Brain Storming Sessions

Questions & Prompts

Business Resources

Check Lists

Master Collection: Brand Development Workshop series $229

**GRAPHIC DESIGN PAGE**

Ink Splat animation intro

“Better Businesses By Design”

Having a consistent look-and-feel through-out all of your promotional material with symbolic elements that express your company's core values allows you to be trusted, remembered and respected as a credible expert.

People who interact with your brand will notice these consistencies and feel assured that you have organized processes and procedures through-out your whole company.

Custom logos

Pamphlets

Flyers

Business Cards

Signs and Banners >Youth 180 Pic of me next to bullets

Vehicle Wraps

Product Packaging

Digital Media

What to Expect

All Graphic design projects start with a Discovery Session focused on understanding your vision and the best way to express it.

-Procedures card sales points graphics

Make a name for yourself (hero image) Slide in Logo Symbol over ink splat background fades down into me with logos all around my head in the background.

Summarize your company's business philosophy into a personalized and unforgettable image and message made with signals that generate the right feelings and associations in your target audience’s eyes.

“Your logo is your company's hand shake. Show them your promise is worth investing in.” shows next to my picture

BizVisionary logos Include packaged files containing different variations of your logo. You will have these files in multiple formats to be able to use your logo in any type of media with different variations to add flexibility to your messages. The design process also includes lots of communication with you.

You will be presented with 3 to 5 different initial logo prototypes. I will receive feedback from you which will be used to refine and revise the prototypes until we have reached a final image.

Logo Revamps

When you’re ready to start pursuing larger audiences, the small details in the look and feel of your company’s image start to matter a lot more. Can you think of any ways people might misperceive what your company does or what makes it great? It's never too late to redefine your company’s image and change the way you are perceived by those you are trying to reach.

In order to establish a consistent look and feel, you must start with a quality logo. Whether you are trying to remind, inform, or persuade, all of your messaging should re-affirm the meaning behind your logo.

Get a quote

**EVENTS / PUBLIC SPEAKING**

Building a successful brand starts with encouragement, education and training, which is where I come in. Contact me today to discuss topics for your next conference/convention, employee training event, client value-add event group workshops or other special events.

BizVisionary is passionate about inspiring the courage needed to make the leap into the empowering life of entrepreneurship. This is why I offer free group workshops to organizations that support young entrepreneurs and community leaders who share my vision.

Join me today in growing the entrepreneurial spirit in our community!

Book Me for Your Event

**BIZ RESOURCES**

Get the marketing tutorials, brainstorming sessions, worksheets, lessons and examples that I use to organize and develop my clients’ ideas into impactful brands.

Marketing Strategy Tutorial

Discover where you stand in the market, apply the marketing principals to your business and brainstorm new ways to improve your product, pricing and promotion efforts.

Name and Logo Creation Guide

Make a name for yourself the right way with BizVisionary’s 6 Step formula for trademarking and logo development. Examine color theory and the criteria a successful logo is judged on to develop your own concept.

How to Hire a Creative

Learn the pros and cons of hiring marketing firms, crowdsourcing platforms and freelancers. Find out which questions to ask so you can get what you really want when you hire for creative projects.

Networking Prep Book

Develop your strategic approach to networking in order to grow your circle of influence. Refine your elevator pitch and learn how to be more interesting to people you meet at events and mixers.

Master Collection: BDW Series

Build your brand from the ground up with the procedures and industry tested business tools of a marketing firm to develop a marketing plan on your own without the cost of hiring a fully staffed agency.

Branding Briefs

Get exclusive access to entrepreneurial encouragement, downloadable workshops, applicable tips, branding hacks and special offers sent directly to your email to grow your brand at your own pace.

**CONTACT / BIO**

Bio

I can show you how to better communicate your value and leverage your brand.

My story(pop up window)

I started out as a graphic designer by developing my own professional image and improving it until someone believed it enough to give me a chance to build my working portfolio.

Throughout the years, I went from developing promotional material that made me appear professional to actually helping some of the most motivated people discover and illustrate their visions for success.

Defining my own vision for success has allowed me to live what I love to do every day, so I want to show others how to do the same.

“Business is About Growth”

As my business grows, I became more accountable and more willing to put my best foot forward in all the ways I interact with the world as an individual.

As a business owner, all the deep thought, research, early mornings and late nights have gone into improving my own reputation, while also adding to the potential influence I can make in the world.

Contact

Let's Create Something

My favorite part about doing what I do is getting to interact with other visionaries and self-motivated people with big ideas. I take pride in including my clients in the creative process and teaching them what I know along the way.

If you have a vision for what your organization or product can represent (or even a desire to have one) I can help you bring it to life.

**POLICIES**

What to Expect

Policies