**Phase 1: Build the Brand Basics**

Get the foundation of your business and vibe locked in.

* Write a 1-sentence brand intro (e.g., *“I help indie brands and creatives stand out online with retro-inspired design.”*)
* Choose 1–2 services to focus on (e.g., web design, social media graphics, branding)
* Finalize your logo and color palette (retro pinks, browns, oranges)
* Create a business bio for your social media profiles

**💻 Phase 2: Set Up Your Online Presence**

Make it easy for people to find you and see your work.

* Set up an **Instagram business account** for Fizz Design
* Create a **simple one-page website** (Notion, Carrd, or Framer)
  + Add intro/about you
  + Showcase 2–3 portfolio pieces (can be mock-ups!)
  + Include your services + how to contact you
* Claim a professional email (e.g., fizzdesign@gmail.com or yourname@fizzdesign.com)

**🎨 Phase 3: Build Your Portfolio**

Show what you can do, even without real clients.

* Create 2–3 passion projects (mock client work)
  + Logo design (e.g., for a fake coffee shop or local brand)
  + Instagram templates or web landing page
  + Add short descriptions or case studies to each
* Post your work to Instagram using relevant hashtags
* Start building highlights or a pinned post about your services

**💼 Phase 4: Set Up Business Tools**

Keep your business organized (without tech overwhelm).

* Create a **Notion dashboard** or **Trello board** to track:
  + Clients
  + Projects
  + Tasks
  + Payments
* Sign up for **Wave** or **PayPal Business** to send invoices
* Create a simple quote form using Google Forms or Notion
* Set up a Canva template for invoices, proposals, etc.

**🚀 Phase 5: Start Finding Clients**

Start small, be visible, and build trust.

* DM or email a few local brands/artists offering discounted design
* Post regularly on Instagram (mock projects, tips, behind-the-scenes)
* Join 1–2 Facebook groups or Discords for freelancers/small business owners
* Set up a basic profile on Contra, Fiverr, or Upwork if you'd like

**✨ Optional Extras (As You Grow)**

These aren’t urgent, but they’ll help later.

* Create a contract template (I can help with this!)
* Buy a custom domain for your website
* Set up scheduling via Calendly for consultations
* Start an email list (Mailchimp or ConvertKit)