

DESIGN YOUR BUSINESS

10 STEPS TO CREATE A BEAUTIFUL ONLINE PRESENCE



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#THEZIVAWAY BY KINGA MNICH

EDITOR'S LETTER

How often do you find yourself scrolling through a website or walking past products in the store and think they're not very pretty, or that you would buy them if only they looked different? Or maybe you click on a website and close it before even reading what it says because you don't like the design, style, or colors.

I caught myself recently not wanting to buy a product just because I didn't like the package. Not only was it made out of plastic, which I try to avoid, but I thought the company chose a really poor design for the label and look.

Our brain just needs one tenth of a second to decide if it likes or dislikes something. This impression might change over time, but for that to happen we have to allow ourselves to take more time thinking about it. In this busy world, we usually don't take that time--you don't, and your prospective clients don't. How can we reach and hold an audience on Social Media? How can we make our websites a joy to see?

Many entrepreneurs like you don't have the money to hire a graphic designer who will create a color palette, design a website, and develop a visual language for you. The good news is you can do it yourself.

Let's dive into it together.

XOXO Kinga



A VISUAL SOCIETY



One of the questions I get asked all the time is if it's okay to not use images, or to use images that are mediocre.

If you're trying to attract clients through your online presence, mediocre visual components won't get you very far.

We live in a visual society.

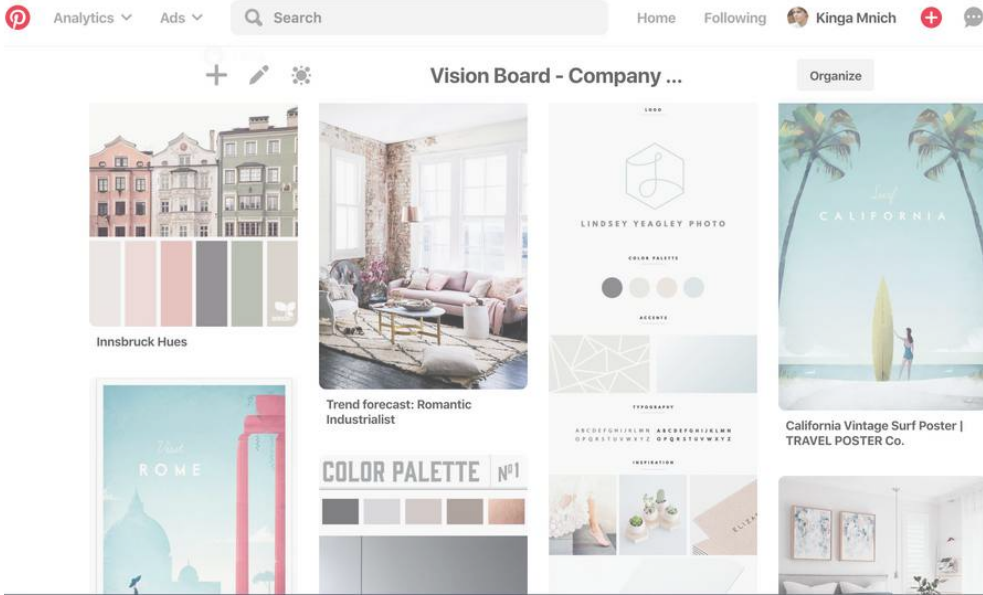
People have very little time on their hands and want as much visual information as possible when making a decision, whether it's about buying something or staying longer on a website or social media account. Not understanding this is holding many entrepreneurs back from taking the next steps to sharing their idea with the world.



Remember: your website or/and social media account is the greater extension of your business card.

Let me share my 10 secrets on how to become confident with your own online business card. These secrets will help you find your own voice and create images that speak to your audience, turning visitors into customers.

Creating your own visual language for your business will also help you stay in line with your target audience and be less distracted by pretty things that actually have nothing to do with your business.



Step 1 Pinterest Board

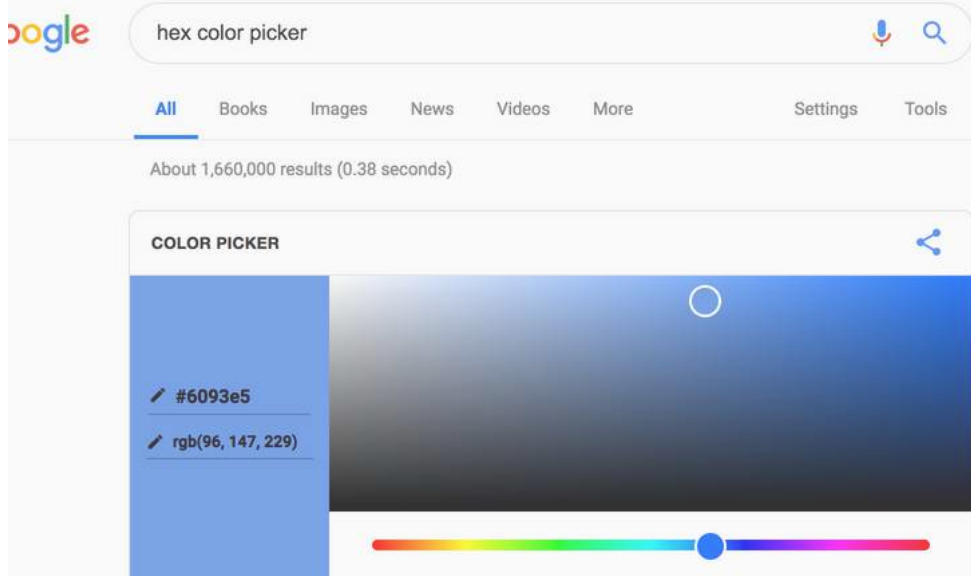
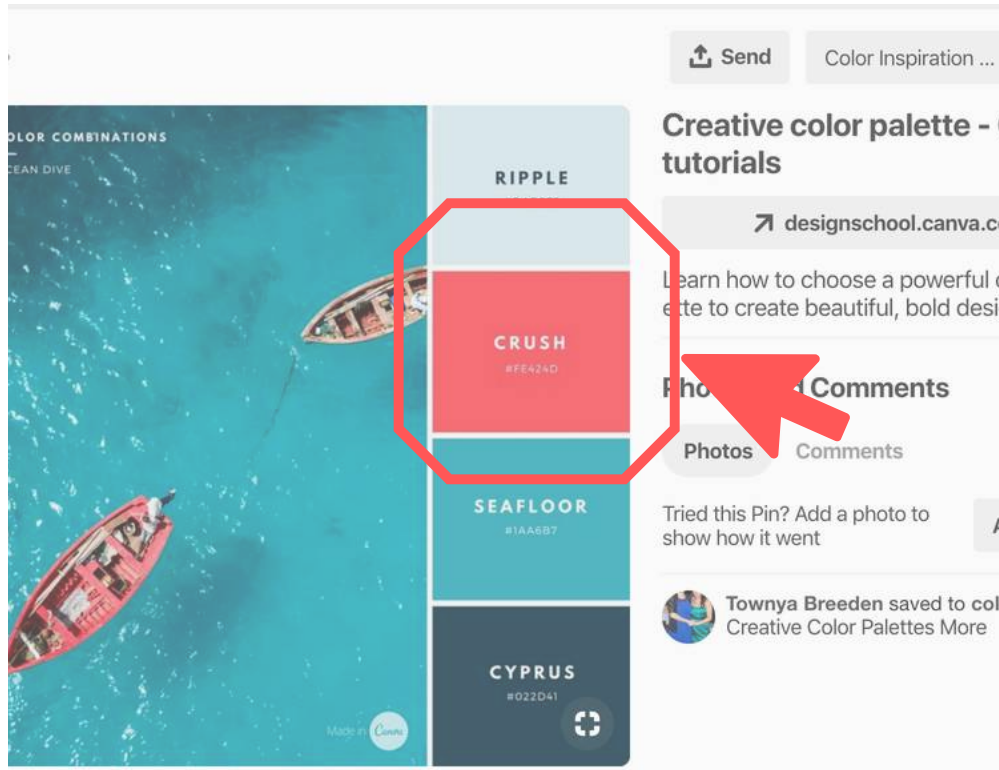
Create a Pinterest board with colors, elements, and other businesses that you like.

Step 2 Color Palette

Write down the 4 main colors that catch your eye first. Try to find the hex color code for your colors. Sometimes you can find them already under the images, especially if you are searching on Pinterest.

Once you have the code you can reuse it on Canva, Over, and other applications.

Another way to pick colors is to use Google's color picker or a similar service that allows you to upload an image and pick the colors (e.g. <https://htmlcolorcodes.com/color-picker/>)



Step 2 Color Palette

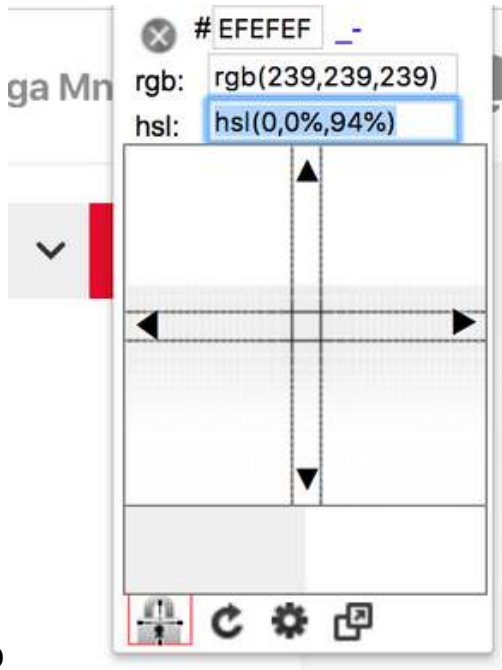
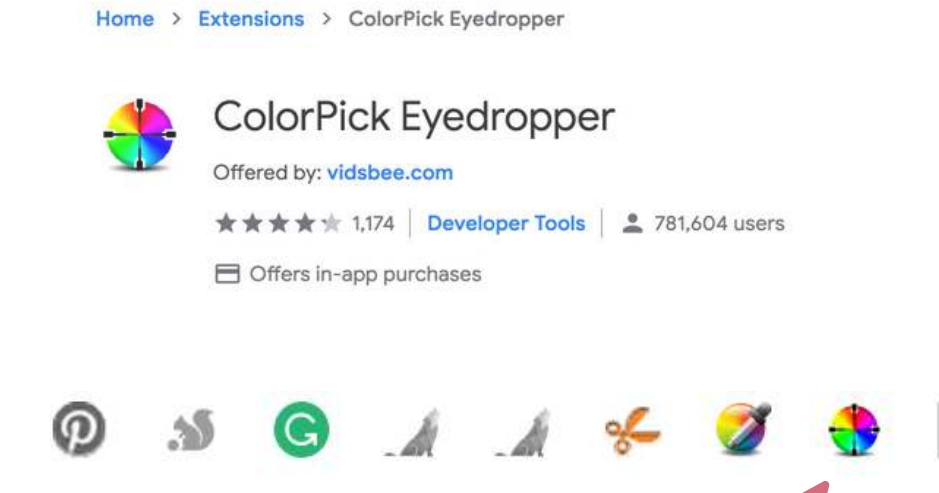
You can also upload an extension to Google Chrome, such as ColorPick Eyedropper.

You can see the extension in the upper right corner of your task list. Once you click the extension you can hover over any pixel on your screen and see the code changing. Just make sure to like and write down the code of the colors you like.

If you are using Photoshop or Illustrator you can do the same. There other apps such as Color Grab that will help you find a specific hex code for your color.

Another option is to use existing color palettes from Creative Market and support small business with your purchase.

TEST SOME OF THE TOOLS AND WRITE DOWN 4 CODES FOR YOUR COLOR PALETTE



This is the extension in your google tool bar on the right

This is how the open extension looks like



The code is also being shown right next to the pixel that you are hover over.

Step 5 Describe your Target Audience

Why is this important when designing a style for your website and social media presence? Well, if your target audience is just men or just women, that might impact your choice of colors and design. Maybe you don't have a gender-specific audience, but you want to attract people that have a similar mindset. Learning who your audience is can help you create content they'll like and want to interact with.

Define your Target Audience

- What obstacles are they trying to overcome?

- Where do they hang out?

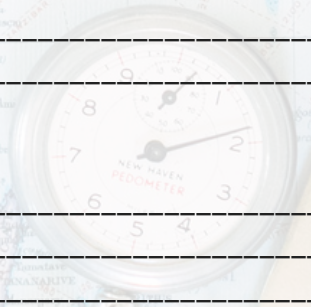
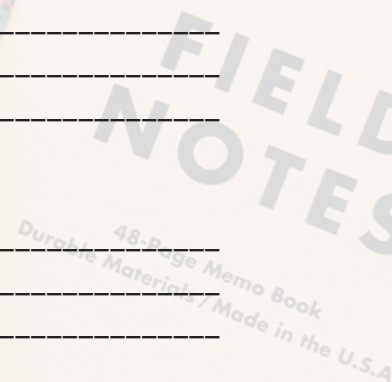
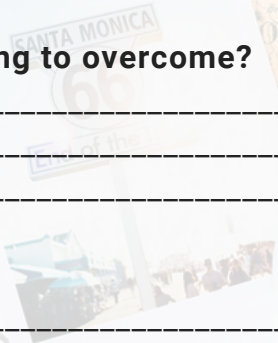
- Do they have children?

- What movies or tv series do they watch?

- What jobs do they have?

- What hobbies do they have?

- Where are they shopping? What brands do they like?



- Do they have any special life circumstances?

- What books, journals , blogs or newspapers do they read?

- Are they on social media? If so, which platforms?

- If so, how do they use social media? (For example, which Instagram accounts do they follow? Do they participate in specific Facebook groups?)

You can also narrow down your target audience to their religious and political preference if it's important to your reach.

Describing your perfect audience can sometimes be difficult and you might find yourself describing the wrong crowd at first. Don't panic! Feel free to do this exercise as many times as you need to.

Now you might ask: "Kinga, how do I know if I'm describing the right target audience?"

I can't answer without knowing your company or your product, but you should be able to find that answer yourself. Either you are creating a product or service based on an audience or you have an existing customer base: take a closer look at it and describe the customer you have.

If you just started building your business do your best to have a clear view of who your perfect customer is--you can always revisit the description at a later stage when you want to evaluate your business for potential improvements.

STEP 6 YOUR BUSINESS LOGO

You might find yourself liking different business logos, but do they all fit your business and your message? Which logo is more likely to attract the customers you want?

You can outsource your logo to a designer or find one that you like on Creative Market. Pinterest is also a good platform to scan for ideas and possibly even for a designer who can offer you an affordable price. Logojoy.com is another place to get your own custom-made logo. If you don't want to spend money and you don't really know how to design, my preferred tools are Over or Canva. InDesign is another choice. If you're willing to spend a bit of money I would get some templates from Creative Market.

When choosing a logo remember to look at your color palette and fonts, and remember your company's guidelines and values.

Source: <https://creativemarket.com/temply/1748676-50-Minimal-Fashion-Brand-Logos>



Source: <https://creativemarket.com/davidebassu/2666525-100-Delicate-Feminine-Logos>

Logo 02



Logo 04



STEP 7 YOUR WEBSITE

At this stage you should have a font, a logo, and up to five colors.

Now it's time to create your website!

Personally, I like Wordpress because it gives me the freedom to make more changes and learn more about coding. However, I've created pages on Wix, Weebly, and Squarespace for clients and personal endeavors.

Before choosing a platform, become familiar with the templates they have and the editor provided on the website.

Play around with different templates.

Take your time before making a decision and before choosing a paid plan.

Are you able to get a quick understanding of what you need to do?

Step 8 The Structure of your Website

Keep it simple. Create an about page, a contact page, and a page that describes your services.

Maybe you have a blog as part of your website or maybe you want to add videos. All of it can be part of your website, just remember to keep the navigation simple and be clear about what you offer.

Here are some examples of simple, clear websites:

ABOUT SERVICES



BLOG LET'S CHAT



Two most important steps are seen right away and accessible



Hey Dreamer!

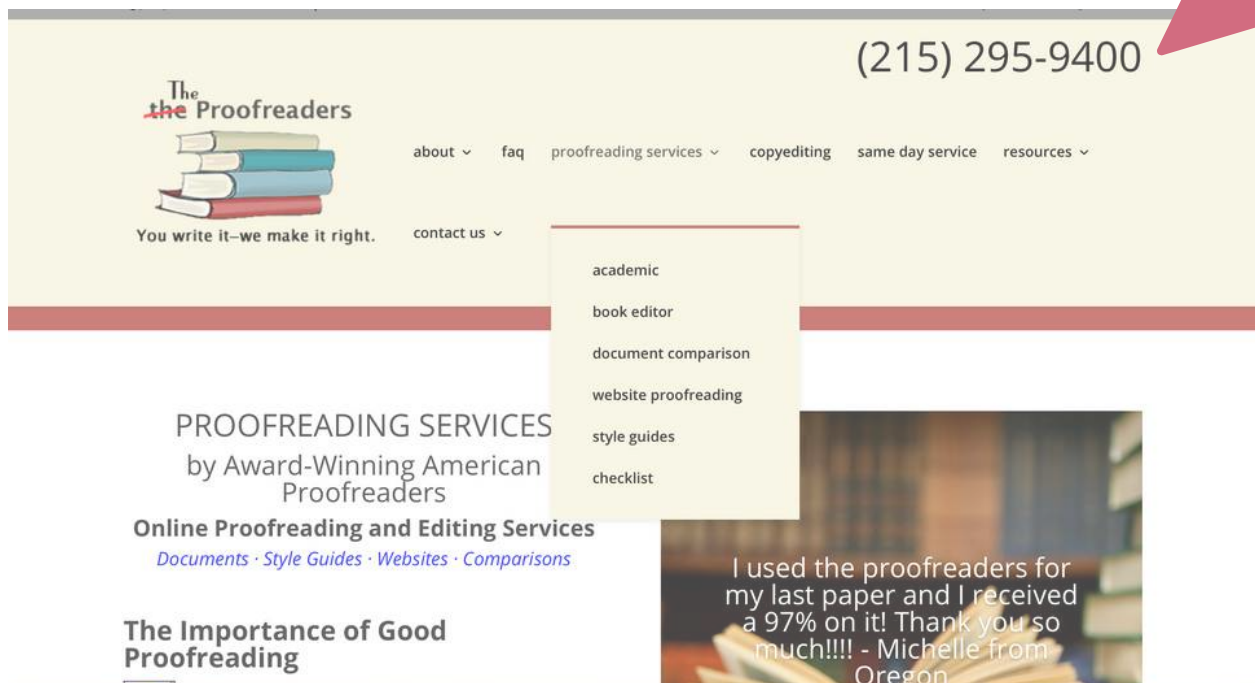
LET'S MAKE ALL YOUR COPY DREAMS COME TRUE!



Step 8 The Structure of your Website



1. Company names indicates the purpose of the business
2. Where to start to learn about the company
3. Offerings
4. Contact



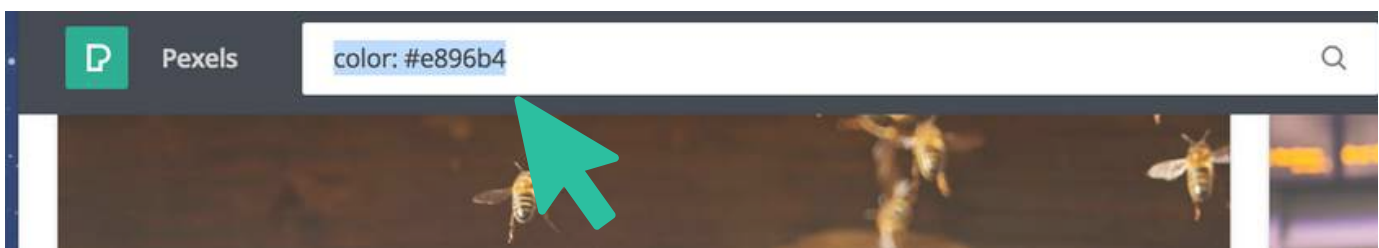
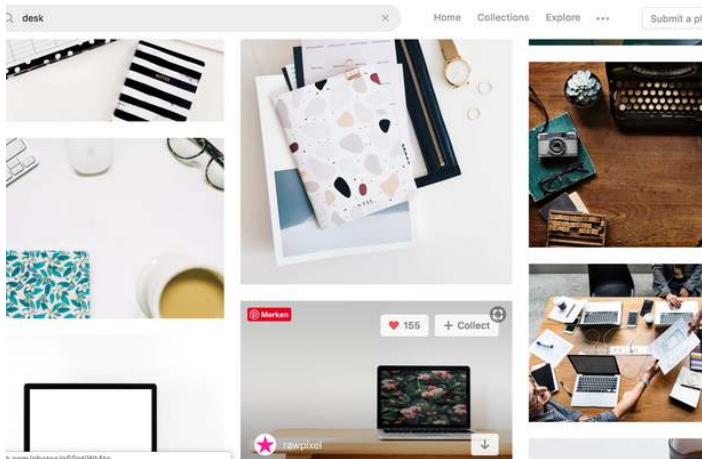
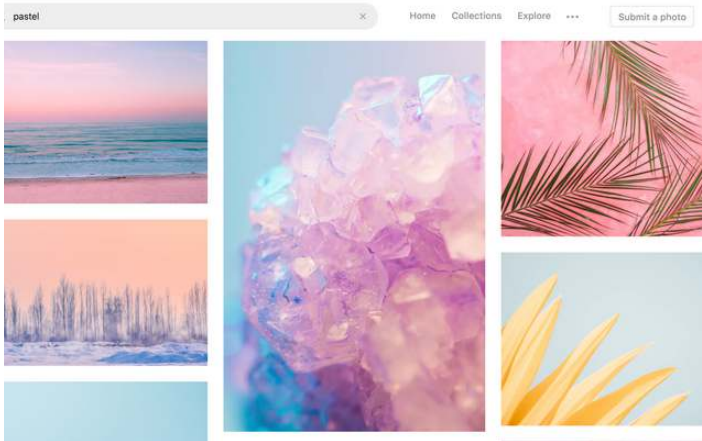
The Proofreaders follow the same concept as Ashlyn Writes, but they use many different font styles and the aesthetics are not very pleasing to the eye. Which website would you stay on longer?

STEP 9 PHOTOS

Not everyone is a photographer and not everyone can afford the camera equipment needed to take good quality pictures for your online presence.

You can get free images on apps such as Canva or Over, but also from free high-quality stock photo websites like Pexels and Unsplash. Even though these images are copyright-free it's always nice to mention the photographer and give credit to the artist. It may not be necessary to add credit on your website, but it is always easy to mention someone in your Instagram or Facebook captions.

Pexels allows you to search through their library by color codes, which makes it so easy to find the right photos for your website and social media accounts.



Additional Resources for Free Photography

<https://gratisography.com/>

<https://stocksnap.io/>

Stock Office Photography Paid Resources

<https://www.made.bykasia.co/>

<https://socialcurator.com>

<https://kfstockstudio.com/>



Step 10: Look at Everything You've Created

Place everything that you have created next to each other and create a business design page (just one page).


1. Logo
2. Printed Pinterest collage or another collage of your inspiration
2. Fonts you will be using
3. Color Palette

Building your own brand isn't going to happen over night. It takes time and research to actually find out what you like and what fits your brand.

Doing it yourself or with the support of a business mentor is very rewarding, especially because you learn a lot along the way.

Go through this guide step by step and if you have any questions feel free to share them with me on Instagram.





*Please feel free to contact
me if you need any support.*

CHEERS,

KINGA

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#thezivaway