



your **START UP** *story*
GROWING . DEVELOPING . GUIDING



Your Journey Begins Right Now!

By signing up to Your Start Up Story, you'll be on your way to fast-tracking your business idea into reality. You will be committing to a grass roots, 4 week on-line course with one-to-one expert help and advice all the way through.

I'll be with you every step of the way to support and guide you through this incredibly exciting journey of yours.

Now if you sign up, this is what needs to happen:

1

You commit fully to this programme. I will give you my time, one to one. You will give me the commitment to complete the work during the stated timelines

2

The work you do is your work. It's for your company. You make the decisions I will guide you and support you and help you make the right choices

3

You will accept that you will make mistakes

4

You will learn from the mistakes you make

5

You will ask for advice and you won't struggle

So, if we're both on board with the above, this is how your journey will begin:

WEEK 1

- Writing your Business Plan
- Setting up your legal, financial and admin responsibilities as a business owner
- Finding out what funding opportunities there are for small business owners
- Understanding Brand Identity
- Understanding and then creating your company's Mission & Vision statements, then it's on to
- Understanding, then writing Your Own Brand Story
- Creating an Image Bank for your business
- Setting up your Book-keeping and Profit & Loss templates
- 1:2:1 time with me, Sofia Middleton

WEEK 2

- An introduction to Marketing
- Learning about Marketing Strategies
- Completing a workbook on your own Marketing Strategy
- Learning about Social Media Strategies
- Completing a workbook on your own Social Media Strategy
- Understanding the main social media platforms
- Snapshot of a social media user for your reference
- Learning how to populate a Marketing and Social Media Plan / Calendar
- Social media templates for you to use
- Overview to advertising on social media
- Setting up your own Brand Guidelines
- 1:2:1 time with me, Sofia Middleton



WEEK 3

- Understanding how Canva can be so helpful
- Creating a Facebook Business Page for your company
- Creating a Facebook banner image using Canva
- An Introduction to your Facebook Business Page
- An Introduction to Facebook Business Manager
- Guide on the Best Times to Post on Social Media
- Understanding Facebook Ads Manager
- An introduction to LinkedIn
- Creating a YouTube Channel
- Creating a website for your business
- Completing your workbook on creating a website for your business
- Learning about Search Engine Optimisation
- 1:2:1 time with me, Sofia Middleton

WEEK 4

- Understanding what PR is all about
- Guide on How to write an effective Press Release
- How to create your own Press Release
- Going through Examples of Killer Press Releases
- How to create a Press List
- One example of a Generic PR Database
- How to put together a Press Pack for your business
- Registering to online directories
- Going through your Workbook on Launching your business
- Top tips for taking photos on your phone
- Introduction to Tele-marketing
- 1:2:1 time with me, Sofia Middleton

