

The background is a dark brown wooden surface with a prominent grain. Several light-colored puzzle pieces are scattered across the surface, some overlapping. A white rectangular area is centered on the page, containing the text.

MR. BLACK BUSINESS

Building Your Business Image

Four Steps to building your brands image

IAMTERRYGRIFFIN.COM



1

Develop your why

What is your why? Identifying the motivation behind starting your business is essential to building your image. Being able to name what drives you, will keep you motivated during the hard times. Your why is deeper than simply having financial gains but connects to the larger impact you want to have on yourself, family and community with your business

Take a moment to reflect on the question: What factors motivated me to start this business? What keeps me excited about my business? How can it impact those around me?



Developing a Mission and Vision Statement

Mission Statement

The mission describes the core of your business. It outlines the purpose of being, for your company. It explains what the company does for customers and employees.

A high quality mission statement should answer the following questions.

1. What do we do?
2. Whom do we serve?
3. How do we serve them?

Vision Statement

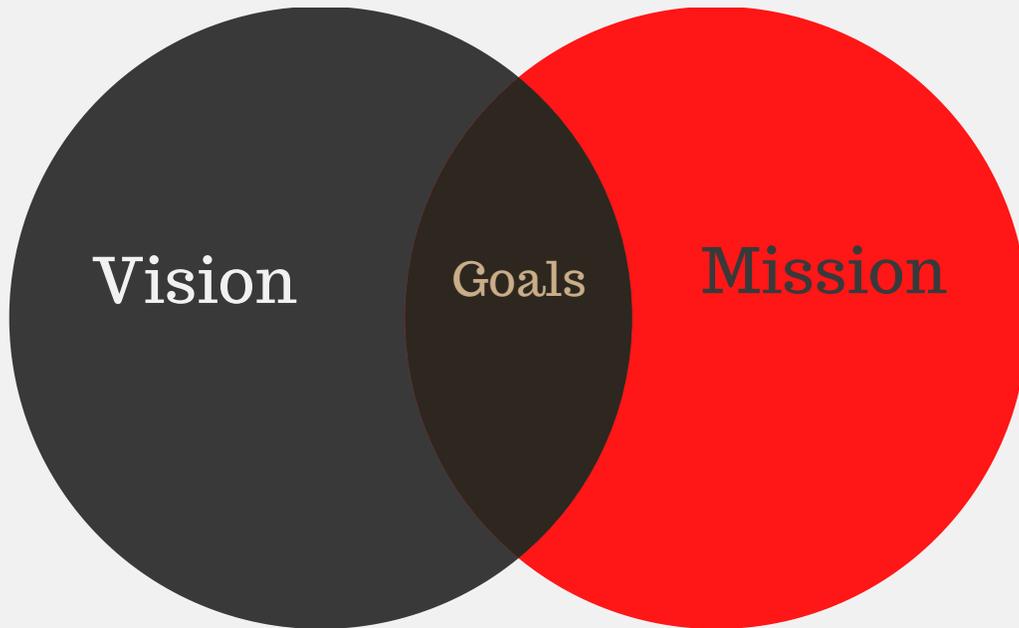
The vision is charged with outlining the companies direction. It is the future of the business and describes what you want to become. It is aspirational. It promotes growth and helps the team focus on what matters most for the brand

A high quality vision should address the following questions.

1. What are our hopes and dreams?
2. What problems are we solving for the greater good?
3. Who and what are we inspiring to change?

3

How to Identify Your Goals



- The mission describes the core of your business. It outlines the purpose of being, for your company. It explains what the company does for customers and employees.
- The vision is charged with outlining the companies direction. It is the future of the business and describes what you want to become. It is aspirational.
- The goals should focus on accomplishing the mission while reaching towards the direction of the companies future.

4

About Me

The about me section of your website or social media is your first formal opportunity to introduce yourself to potential clients



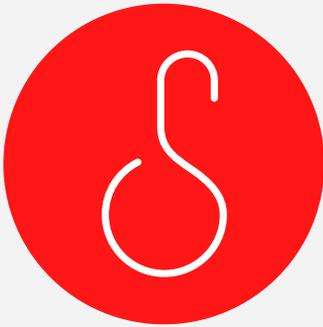
Welcome



Welcome the audience to your page. Be warm and open to the reader. Make them want to continue looking.

1. What is the appropriate greeting for your audience?
2. Is the welcome inclusive to all types of people?

Hook



Hook the audience by presenting something relatable to them. What problem do they need solved? Get personal with them.

1. Who is your audience?
2. What will capture their attention?

Services



Explain to them how you can help solve their problem. Describe your service and value and why they should say yes to you.

1. What problem are you solving?
2. What can they learn and why is it effective?

Expertise



Introduce yourself to the audience and then lean into your expertise. Explain why they should pick you.

1. What experiences qualify you to solve the problem?
2. What professional qualifications do you have?

Value



Show your value to the audience. Share results and testimony from past clients. Remind them why they should pick you.

1. What results can they expect from your service?
2. How have others benefited from these services?

Contact

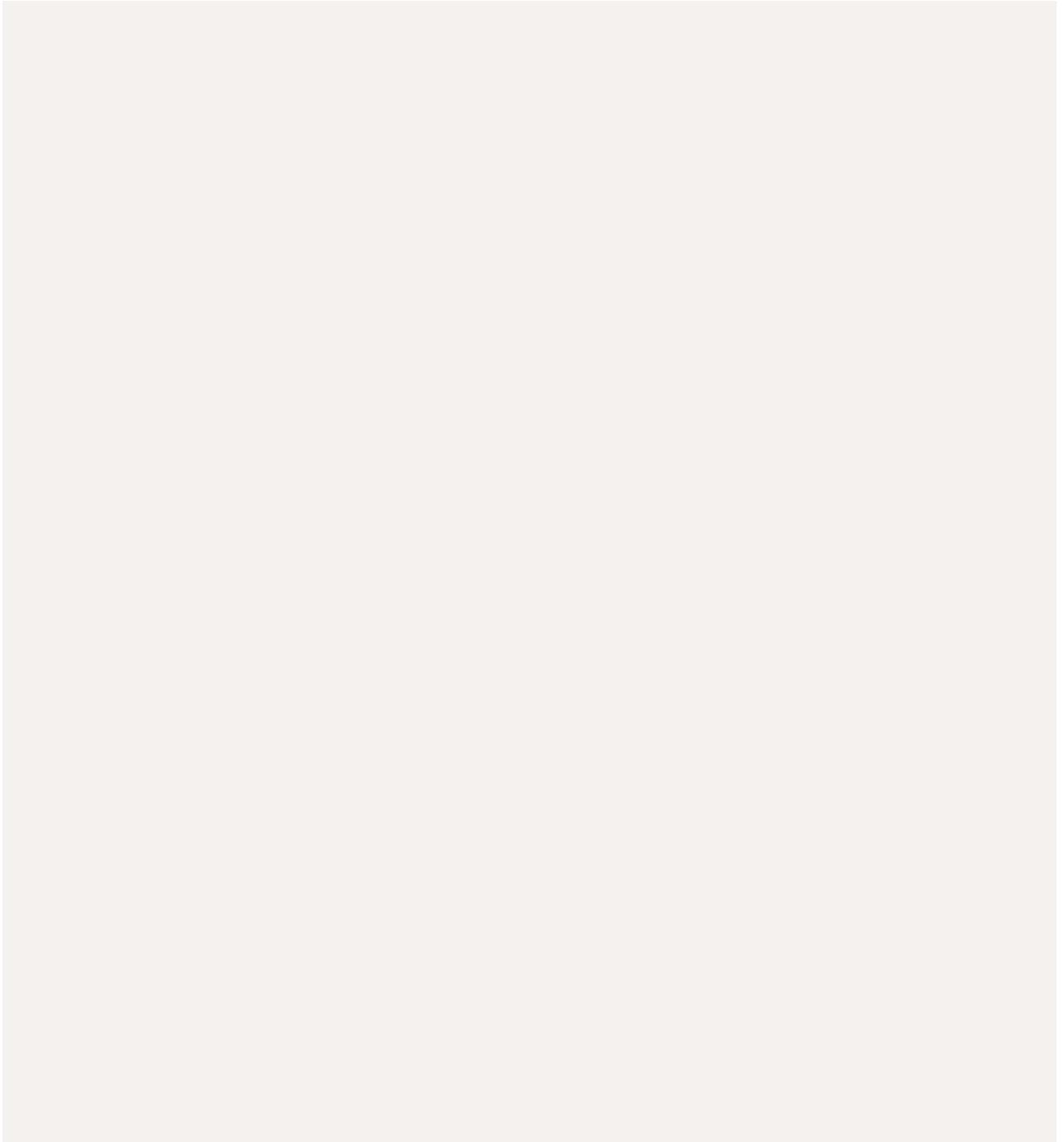


Tell the audience how they can follow you. Provide them with your website and social media handles.

1. Why should they follow you?
2. What post or series should they view?

Reflection Page

Use this page to write down key points and next steps for building your business image.



Let's keep in touch

I've went from being a part of Facebooks "Level Up" college course, hours of studying, reading books and paying for many different mastermind classes to stay up to date with what's going on with today's algorithm. Having an award winning Nonprofit Organization, a sold out restaurant on the slowest days in the restaurant industry, and a Vegan Festival that brought over 5,000 people in attendance. I have gained the knowledge and work experience to be your one stop shop in helping you bring your brand to life! Trust me, we've all hit road blocks! Whether you are just starting a business or have been in business for years, I'm here to help you with content creation, branding, marketing, and so much more. I look forward to working with you and your successful business.

TERRYGRIFFIN@BETTERBLACK.ORG

TEXT "FOCUS" TO 55444

