



LUXURY AND BLISS DESIGNS

7 MISTAKES THAT KEEP WOMEN ENTREPRENEURS FROM GROWING THEIR ONLINE BUSINESS

#5 will blow your mind!

luxuryandblissdesigns.com

ABOUT US



Jameka L. Joiner

Website & Branding Expert

A woman-owned business helping women-owned businesses.

Luxury and Bliss Designs was founded by Jameka L. Joiner the creative director and designer.

Jameka is a Faith-Based Entrepreneur, Website Designer, and Branding Expert who was blessed with the gift of creativity, an eye for design, and resourcefulness.

With those gifts, she is here to help you to bring your vision to life and shine your light in your own right as you provide valuable services to your ideal client in return.

In this eBook, you will find out how to grow your online business by correcting these 7 mistakes.

let's elevate your brand



SECRETS 1-2

01 Create A Strategy

A perfectly designed custom website, branding, and logo that matches your social media presence and digital marketing material will help you to look good online, become recognizable, and attract your ideal client. This is called Brand Identity (Color, Font, Elements etc).

The mistake in this is a lot of women entrepreneurs try to mimic what they like in other brands and try to mimic them all, versus defining their own brand and creating a strategy behind it.

02 Define Your Brand

In order to truly define your Brand Identity it is a great idea to do your market research, or hire a professional, to gain insight on what you like and how you would like to showcase your Brand Personality.

The mistake in this is, defining your brand personality can be a little daunting when trying to express yourself through text (copywriting vs. reality with the tone of your voice). Therefore, this part may be skipped altogether and when you go to market your brand, the tone of your brand may come across as multiple personalities.

SECRETS 3-4

03 Rebrand Your "Old" Identity

You've been in business for many years, yet you have not reached a certain level of growth in all the years in business. You have already branded your website and social media platforms, however, the images, content, and tone of your brand are outdated, forgettable, and cause your competition to win the race.

The mistake with this is, since you don't value the need to rebrand your "old" website, the "old" no longer embodies your brand and no longer guides you toward success.

04 Showcase Your Expertise

The design and text (copywriting) on your website and social media presence are lacking the proper engagement for your ideal client.

The mistake with this is, it can lead your audience to feel as though your online presence does not showcase your expertise and credibility.



05 Do Not DIY, If You Do Not Know How to DIY

A "do it yourself" website will not be the same as a custom website & branding if you do not know how to DIY! Repeat that again, please and thank you (smile).

Most women entrepreneurs are instinctively prone to do things themselves (all the time), as it seems like the first and best option.

The mistake with this is, we were not created to do it all, and we don't have the natural gifts, skills, talents, and abilities to do and be everything. We just don't.

This is hurting the growth of your online business. How you say? I am glad you asked. First you have to take the time to learn how to DIY, so you watch hours of videos on Youtube. You then proceed to DIY your website only to showcase an out-of-alignment design and images that are not high-quality. The DIY website does not look good, nor professional, nor trusting; and it comes across as confusing to site visitors.

Not to mention, not having certain functionalities in place such as mobile-friendliness, SEO (Search engine optimization), and meta tags & descriptions etc.

This DIY project has not only cost you valuable time, but the ability to grow because potential clients were not attracted to your website long enough to learn about the products that you have to offer.

06 Create Manageable Solutions

You now have a perfectly designed custom website, branding, and social media presence, however, you don't recognize the potential of your growth and how you can confidently raise your prices now that your brand has been elevated.

The mistake with this is, there is no manageable solution in place for growth such as hiring additional support to oversee business operations and effectively managing your business.

07 Set a Realistic Timeline

Once a women entrepreneur has taken the time to define her brand identity and brand personality, elevate her online presence, and create manageable solutions, as a part of laying a solid foundation, it is best for her to set a realistic timeline for business growth.

The mistake in this is, a timeline is most often not addressed; and a proper plan is not put into place to know what is needed to grow your brand after your online presence has been created.

A plan such as learning your target audience, enhancing your business skills, and creating a marketing plan are necessary for overall growth.



BONUS #1

DATE: _____

MISTAKES NOT TO MAKE

Before you start to elevate your brand, write a list of 5 things you want to change.

1	
2	
3	
4	
5	

BUILDING A SOLID BUSINESS FOUNDATION

List three obstacles and what you're learning from them.

	OBSTACLES	WHAT I AM LEARNING
1		
2		
3		

The best part of my brand (Choose one thing that you like most about your brand).

BONUS #2

NINETY

BRAND PERSONALITY ADJECTIVES

Check the adjectives that apply to your brand personality



Adorable



Casual



Eco-friendly



Adventurous



Chic



Edgy



Artistic



Cheerful



Elegant



Beachy



Classic



Empowering



Bohemian



Clean



Engaging



Bold



Coastal



Energetic



Botanical



Colorful



Excellent



Bright



Crafty



Expensive



Bubbly



Creative



Fabulous



Caring



Cultured



Fancy

BONUS #2

NINETY

BRAND PERSONALITY ADJECTIVES

Check the adjectives that apply to your brand personality

- | | | | | | |
|--------------------------|------------------|--------------------------|-------------|--------------------------|---------------|
| <input type="checkbox"/> | Fashionable | <input type="checkbox"/> | High-end | <input type="checkbox"/> | Inspirational |
| <input type="checkbox"/> | Feminine | <input type="checkbox"/> | Hilarious | <input type="checkbox"/> | Lavish |
| <input type="checkbox"/> | Floral | <input type="checkbox"/> | Hip | <input type="checkbox"/> | Lawful |
| <input type="checkbox"/> | Forward-thinking | <input type="checkbox"/> | Historic | <input type="checkbox"/> | Likeable |
| <input type="checkbox"/> | Fresh | <input type="checkbox"/> | Holistic | <input type="checkbox"/> | Luxurious |
| <input type="checkbox"/> | Friendly | <input type="checkbox"/> | Honest | <input type="checkbox"/> | Modern |
| <input type="checkbox"/> | Fun | <input type="checkbox"/> | Impactful | <input type="checkbox"/> | Minimal |
| <input type="checkbox"/> | Glamorous | <input type="checkbox"/> | Industrial | <input type="checkbox"/> | Natural |
| <input type="checkbox"/> | Happy | <input type="checkbox"/> | Influential | <input type="checkbox"/> | Opulent |
| <input type="checkbox"/> | Healthy | <input type="checkbox"/> | Innovative | <input type="checkbox"/> | Outdoorsy |

BONUS #2

NINETY

BRAND PERSONALITY ADJECTIVES

Check the adjectives that apply to your brand personality



Playful



Romantic



Timeless



Posh



Rustic



Upbeat



Poetic



Scientific



Urban



Professional



Serene



Values-driven



Quirky



Sleek



Vibrant



Refreshing



Sophisticated



Vintage



Relaxing



Soulful



Warm



Reliable



Sporty



Wild



Resourceful



Spiritual



Whimsical



Retro



Techy



Youthful

WANT TO LEARN MORE?



Discover Why You Need a Bliss Brand Development Before Anything Else...

To see if we can work together and find a path that works for your unique situation, click on the link to apply for a free consultation using the button below.

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