



WEAVE
CONNECTED

Start the Business
You've Always Wanted
And Enter to Win!

Start a Business in 3 Days

The Essential Guide to Putting Together
Your Business in Only Three Days.





Introduction

Most people have experienced a business idea striking them out of the blue. However, many of us don't have the determination or the know-how to act on that initial stroke of inspiration. Those with the courage to develop a product or service and take it to market are called entrepreneurs.

At Weave, we spend much of our time thinking about how to make it easier for entrepreneurs to succeed. As part of this brainstorming on behalf of entrepreneurs, we decided to compose an ebook dedicated to showing business minds how to put together a business in only three days. We hope the knowledge shared here will give you the courage to act on your ideas and put a brand new product out into the world.

The book is broken into six digestible parts. It will guide you through the necessity of a general business plan, the fundamentals of marketing, the importance of your individual brand, the value of a company website, the perks of social media, and the basics of business finance.

Making a Business Plan
Crafting a Go-to-Market Strategy
Defining Your Brand
Building Your Online Presence
Developing Your Social Media
Establishing the Books

Contents



Click or tap each section below to be directed to the corresponding page

Making a Business Plan

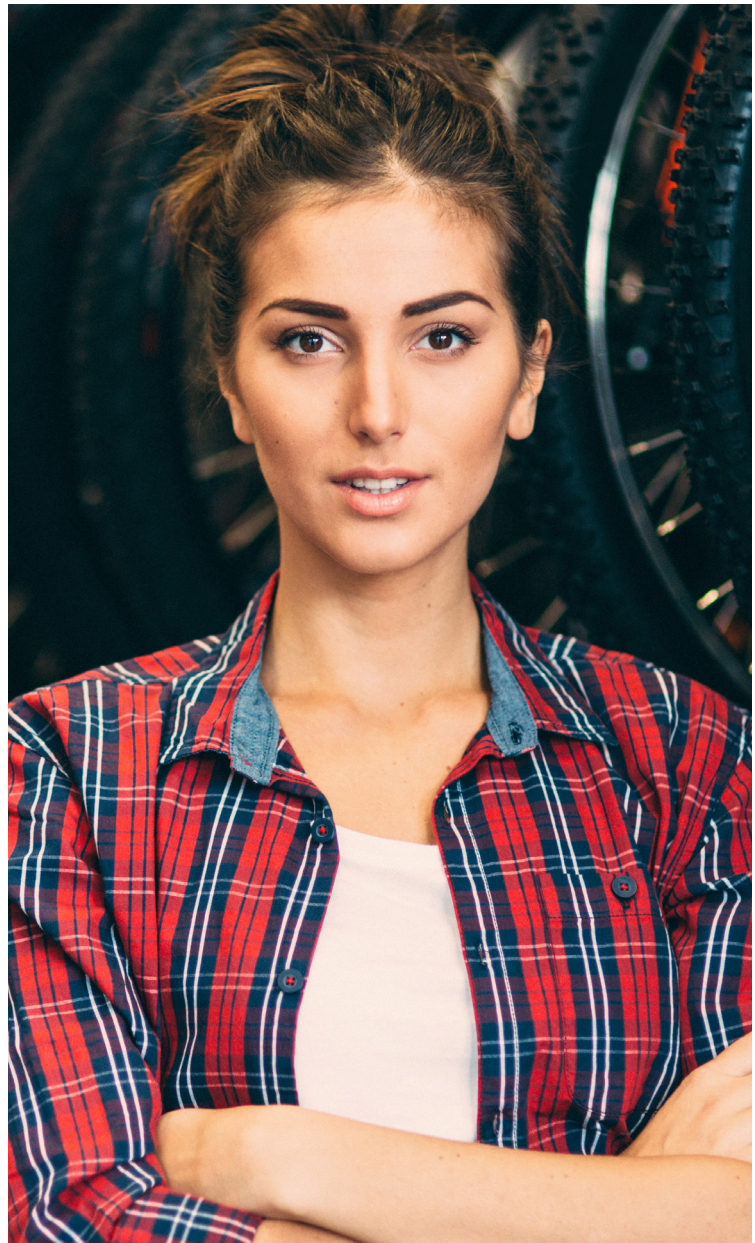
As you approach starting your business, it's important to remember that entrepreneurship requires brains as much as brawn. In other words, you need to have more than financing, resources, and ambition; you need a plan. Putting together a successful business model is a multifaceted process, but with some careful planning you can lay the groundwork for a thriving business.

***"Remember
why you
started"***

1. Outline Your Why

Entrepreneurs often get caught up in the finer details of running a business. Developing a business plan that's robust and durable requires this sort of attention, but it's important to take a step back and look at the big picture. Why are you starting a business? Why did you have your idea? Why have you already dedicated so much time to it?

This level of reflection asks future business owners to consider their motivations before diving into the nitty gritty details of how they'll staff their organization, what their product will look like, and how they'll generate revenue. It deals with the question of motivation. Beyond making money, what are you hoping to achieve with your business?



2. Don't go it alone

Though it's characteristic of many entrepreneurs to try to do everything themselves, it's best to avoid rugged individualism when starting a business. You don't need to involve everyone you know in the project, but it's critical that you have someone with whom to share and sharpen your ideas. This person can take the role of either mentor or partner.

Mentors are experts you can go to again and again for trusted consultation as you're getting your business going. Thanks to their experience, they're able to identify problems and opportunities far in advance, or help you find solutions to high-pressure situations on short notice. You may already have a mentor in mind. If not, take a look around and don't be afraid to

reach out for guidance. Partners play a more complimentary role. They're often peers that share your Why. While they may not have as much experience as an expert, they should at least pair well with your unique skill set. If you're more apt at managing people, your partner could be better at running the finances and keeping your supplies stocked, or vice versa.

It's best to avoid rugged individualism when starting a business.

3. Do your research

Hopefully you've arrived at the decision to start a business because you saw an opportunity to corner or expand part of the market. If you haven't thought about your business in those terms, it's especially important that you begin researching your projected industry and the competition within it. The product or service

you want to provide probably exists in some form already. How are presently-existing businesses addressing the demand for specific products and services? Based on your survey of the industry, it's your responsibility to then determine what your business can do to improve upon or revolutionize the process for delivering a product or

service to consumers. On a more localized level, you'll want to make a survey of expected competition. This research involves assessing what's done by those already on the market to distribute a product or provide a service. Pricing may be the name of the game here. How much will you charge at your business? Are the benefits justified?



Buyer personas

can include very important data like the person's age, location, income, occupation, family size, and health preferences.

4. Identify buyer personas

Your preparatory research shouldn't be limited to investigating the industry and scouting out the competition. It's also critical that you understand the consumers toward whom you'll be gearing your business. These are the people you'll be interacting with on a daily basis. Knowing their needs and tastes is a big step toward creating a satisfactory customer journey.

Buyer personas can include data like the age, location, occupation, income, family size, and health preferences. You need to get an idea of what your typical customer is going to look like, while simultaneously recognizing that you'll come across out-of-the-box situations on a regular basis. Laying out these hypothetical buyers is the minimum; if you're able to gather and analyze statistics regarding consumers in your area, you're off to an even better start.



Product



Development



Marketing



Sales

5. Create a budget

A budget is where many entrepreneurs begin to plan. As you can see, there are other big picture questions that should be taken just as seriously as finances. However, a thoughtful, carefully constructed budget is a must for those trying to get a business off the ground.

There are four main areas to consider as you're putting together your budget: product, development, marketing, and sales. Within these areas, you'll want to establish both a short term (6-12 months) and long term (1+ years) plan. A question to contemplate as part of your budgeting is whether your business will be driven by its product or its sales team.

Crafting a Go-to-Market Strategy

While the business plan described above gives a structure to your organization's internal workings, you'll also need to design a marketing strategy for attracting loyal customers. This plan should outline goals for getting the attention of prospective customers, identify what your core base of customers will look like, position you to demonstrate the value of your product to this group, and anticipate the steps for a successful customer journey.

1. Define your goals

Start with the basics of any business: what are you wanting to accomplish? These goals should include both the dollar amount you'd like to earn and the type of product you aim to sell. Thankfully, you've already established some of these ideas in your business plan.

Now, think of how you'll be presenting your product to your target audience instead of how your business will function internally. Define how you will present pricing to prospective customers and how you'll sell them on that price point. Setting a specific dollar-earned goal and having a clear idea of what your initial product offering is will be crucial for crafting your marketing strategy.

Beyond these core goals, consider your future trajectory for growth and expansion. What will your market share be? And how do you want to present yourself within that particular market? It's also wise to make goals for developing prototypes of your product and getting consistent feedback from consumers early in the game.

2. Leverage your research

Segmentation is the process of identifying the specific needs and wants of your different customer groups. Your preliminary research and initial business plan helped you identify the various personalities and demographics you'll be targeting. From this foundation, you can now further develop your strategy for approaching these buyer personas.

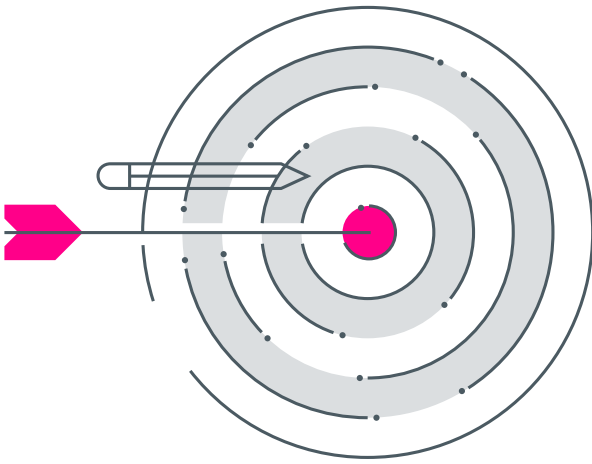
Do you have multiple buyer personas? Some niche business plans have one core audience, while others may be approaching a more diverse audience. If your business has multiple buyer personas, how would you define these groups?

Based on your research, think of the framework for sharing your product and its associated pricing with these groups, keeping in mind a central message for all your prospects.



3. Target your starter group

Digging deeper into your starter group is the next step for crafting a go-to-market strategy. Your research has directed you to a demographic that's going to most likely benefit from your product or service. What makes this group uniquely accessible to you and your business?



Ideally, this group will also be an early adopter of your product and the development of your business. When you start pitching your product, whether it's by word-of-mouth, traditional advertising, or online marketing, this group should be ready to make the decision to give your business a chance and stick with it. Talk to your partners and find affiliates that are tied with this starter group to get a better perspective on what makes this group tick.

4. Go through the 4 P's

The four P's of marketing are product, positioning, pricing, and place. Taking your idea through the business plan exercise should have helped you refine your product or service offering. Remind yourself of the pain you're solving and why it's a unique approach. Then you can take that and turn it into emotionally rich language to help you best position that product/service.

It's important to note that value isn't just derived from a tangible product. There are social and emotional benefits that will impact how you're able to price. How much will it cost you to produce it? But, also, what is the full extent of the value it brings to a customer? Lastly, how can you get in front of the right people to gain the most traction? Where are they? And what places are most effective?

5. Customer journey map

A customer journey map is the outline of how your business will guide and control the behavior of its starter group. This map should make clear all the interactions you'll have with a customer, from initial contact to first purchases to established loyalty. Your aim should be to figure out how to charm and please the customer at every stop along the way.

Your customer journey map will decrease the friction of attracting new customers and increase the convenience of doing business with your organization. Don't be afraid to put in all the details of guiding customers along their journey.

Write down what types of ad campaigns you'll be running, what your website will look like, how you'll collect customer reviews and feedback, what sorts of packaging you'll be utilizing, what email marketing strategies you'll employ, and how you'll make first time customers into consistent frequenters of your business.

Pricing

Product

Place

Positioning

Defining Your Brand

One of the first experiences prospective customers will have with your business is encountering your branding. Brands are visible in any number of forms: signage on the outside of your building, advertisements in magazines and newspapers, mailers, packaging, company apparel, your website, and your social media presence. Determining what your brand is before opening your business gives you confidence that potential clients will be curious about your product on first sight.



1. Determine your business's personality

If you had to describe your business as a distinct personality, what would you say? Come up with a relatively brief but compelling description of how your organization will be perceived by prospective customers. This description should be qualitative, not quantitative. Use words to paint a picture of how people will think of your business.

Compile a list of adjectives that match your intended personality. These words might include ideas about cost (luxury, affordable, boutique), style (rugged, industrial, whimsical), age (young, modern, traditional), looks, color, texture, and other sensorial aspects of your brand. Don't be afraid to write down as many descriptors as possible, then narrow the list.

2. Understand your competitors' personalities

Take a look around the market. Who is successfully portraying their personality, and why? Learning from other thriving businesses is an important component here. It's okay to be surface-level. Think of unmistakable brands like Nike, Apple, and Disney, then see which of your competitors have put together similarly effective brands, if on a much smaller scale.

Along with asking why certain competitors have succeeded with their brand, consider where their products are being sold. Beyond the personality and logo, what do their actual products or services look like? And what's the difference between a high-end and low-end product in your given market?

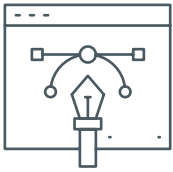
"Brand is the sum total of how someone perceives a particular organization. Branding is about shaping that perception."

3. A Branding Style Guide

Your brand is what your customers and audience think of when they hear your company's name or see your logo. It's what you represent and who you are as a company. It's both the voice and the tone within the content you create, and it can be experienced through all the work that you produce.

A brand style guide, therefore, captures your brand and makes it both understandable and replicable. Well-defined and well-maintained brand style guides allow you to present your brand clearly and to establish trust with your audience, all while ensuring that, internally, everyone you work with is on the same page regarding your brand.

A brand style guide captures your brand and makes it both understandable and replicable.



Logo Creation

Your business's logo should represent the personality you've already outlined. Go through multiple iterations of your logo, by yourself or with a graphic artist. Come up with at least three different versions of your logo. It should be simple and easily recognizable. Start with a plain, black and white design, then add in color-schemes as you progress.



Photos & Illustration

Once your logo is set, find images to supplement it. When and in what contexts will you deploy these pictures? Is there a particular filter you'll apply to your photos and illustrations? Try to find around 10 images to rotate through in your various marketing campaigns. Consider the dimensions of these images and how they'll fit on your website, social media profiles, etc.

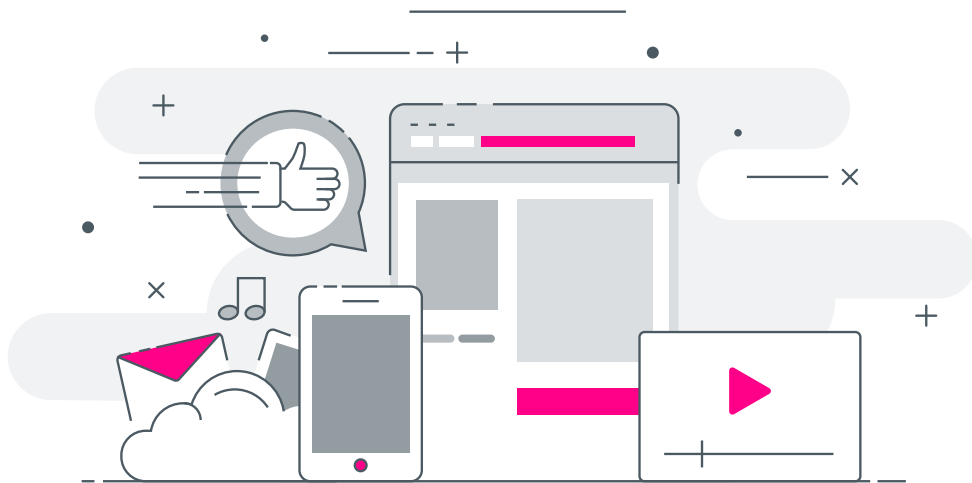


Typeface Choices

Select a large font family that also allows you to apply different weights to the font. A wide variety of font options lets you use them creatively. With a logo, images, and typeface determined, you're ready to start putting your brand into the world by attaching it to online material, business cards, and letterheads.

Building Your Online Presence

This ebook has gone through the process of making a business plan, crafting a marketing strategy, and defining your brand. Once you've taken these steps, you're ready to focus on building your online presence. Establishing your business online is essential for entrepreneurs hoping to thrive in the 21st century.



1. The purpose of your website

What are you trying to accomplish with your website? Take a look at websites in your industry and how they cater to consumer preferences. Your website strategy will vary depending on what you're selling. Businesses design different websites based on whether they're selling products, soft products (software), services, knowledge, or a bit of everything

(see Amazon). You may not think you need a site, but having a site is a competitive advantage for a number of reasons. Websites lend credibility and legitimacy to businesses by offering potential customers the opportunity to view your product and brand. It's simply not professional to rely on Instagram or Facebook for your entire online presence.

Establishing a website gives businesses another point of contact with prospects. It lets businesses call customers and prospective customers to action by making an online purchase or even just sharing their email address. Plus, websites are a great way to boost your rankings on search engines such as Google

2. Reference your brand personality and style guide

Luckily, you've already made the effort to develop a brand and style. Let this brand inform all the work you do on your website. Review your brand, logo, and style with a developer as you go about choosing a provider and a template for your site.

Your website should be an extension of the personality you've crafted.

Make sure to format and test your website for mobile viewing. As you know, consumers are frequently looking up businesses with their smartphones, and a website that isn't functional for smartphone users is much less viable in today's market.

Be simple and authentic when putting together your company website. Finding every conceivable flourish for your site isn't nearly as important as making it functional, effective, and on-brand. Include basic website pages, like an About section, an online shop, a blog page, and your contact information. Contact information should be as wide-ranging as your physical address, a Google Maps link, your social media pages, and your office phone number.

3. Add extra functionalities

Though a solid website foundation is more important than fancy additions, you might want to carefully consider what features would enhance your site and give you a leg up on your competition. Finding a template that works for desktop and smartphones is a great place to start.

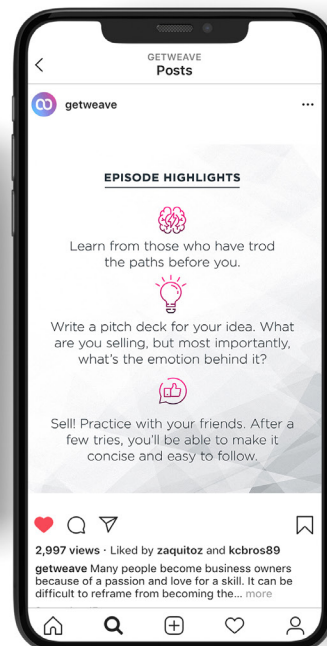


Expanding out from these basic ideas, think about other ways to improve your website's functionality and visibility. Does your site appeal to Google's PageRank algorithm? Talking to a SEO (Search Engine Optimization) strategist is one of the best ways to determine how to make your site visible to potential visitors, get clicks, and eventually win over customers.

Additionally, explore the possibility of how to collect email addresses on your website. Do you want customers to be able to pay for products or services on your site? Will you be sharing a monthly newsletter or posting on a blog regularly? Depending on what features you decide to include on your site, you may want to take advantage of resources like WordPress, SquareSpace, Shopify, and Wix.

Developing Your Social Media

In the last two decades, social media has exploded into a massive industry for promoting your business and engaging with customers. Facebook is the most popular social media platform in the world, Instagram is one of the simplest, Twitter is perhaps the fastest-moving, and LinkedIn is uniquely capable in helping build community between businesses. Choosing a few primary social media sites for your business can be tricky.



1. Be a manager

There's a significant difference between using social media and managing a social media account. Social media users are often indiscriminate about the amount of time they spend on various platforms. Managers understand that their time should be regulated; 20-30 minutes per day usually suffices.

2. Think about your audience

How are your clients and prospective clients encountering your social media presence? Although you've put in a huge amount of work, that effort may not be visible to the general public. How will you develop social media accounts that effectively communicate to consumers the dedication of you and your team?

People are busy and often have their own social media of choice. What is the preferred social media of your starter group? Try to develop a social media strategy that engages your target demographic on a particular platform.

3. Be specific

Don't be afraid to be niche in your social media messaging. Some of the strongest social media accounts, including those of businesses, tend to be a bit quirky or strange. This doesn't mean your social media has to be willfully confusing; rather, it should be a way to further convey your business's personality and brand.

4. Identify the right platforms

After identifying the social media preferences of your starter group, start an account and make it strong. Keep developing that account through a process of trial and error. Once you've figured out how to optimize an account on one platform, consider adding other platforms and profiles. A phased approach might be the way to go for many new businesses.

5. Quality over quantity

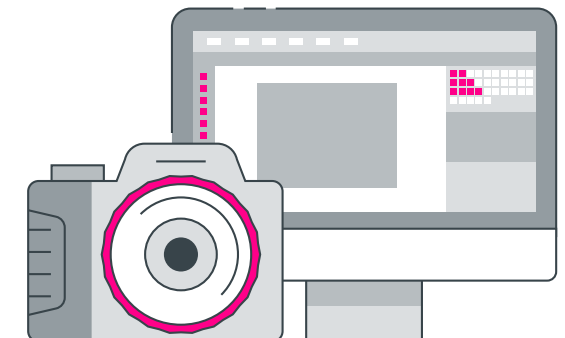
Sticking to the style guide you've developed, demonstrate the value of your product by consistently posting on your social media site(s) of choice. Don't force your posts; plan them out and work toward quality with quantity. Inundating a platform with your content overwhelms prospective customers. Engaging customers through eye-catching content with good captions that are posted at a reasonable rate will garner attention over time.

6. Build awareness

Make content that's good enough that you're not afraid to repost or repurpose it. Cycling through good material is something most businesses do. Repeating yourself on social media, like running the same TV advertisement on multiple channels, creates awareness of your unique brand.

7. Use enhancing tools

There are dozens of tools dedicated to helping businesses develop their social media presence. For improving your photos, try Tezza, Bisco, Pixart, and Adobe Lightroom. Inshot is especially good for editing videos, Snug is dedicated to optimizing your Instagram feed, and Adobe Spark has free features meant to perfect your company's graphic design game.



Establishing the Books

While many businesses rely on accountants to keep track of their books, entrepreneurial endeavors and other startups aren't always equipped with the budget to hire an accountant right off the bat. If you're hoping to keep track of the books yourself as your business is getting off the ground, there are some key principles to follow that will help stay on top of your finances.

1. Always check your monthly statement

When you get your monthly statement from the bank, check the balance for all the transactions you made and recorded on your own. Doing so will be particularly helpful if you have any outstanding balances or pending expenses. A record of transactions is beneficial when filing taxes, making investments, and taking out loans.

2. Keep personal finances separate

It's not worth dealing with the complications that can ensue from mixing up personal and business finances. Even if you're the only one in the business, it's wise to open up a separate account for your new venture. Otherwise, the business lunches on the company card may end up coming back to haunt you.

3. Accounting templates

As part of this ebook, Weave has developed a simple accounting template for keeping accurate financial records as your business is starting out. Whether you're doing cash accounting for beginners or more sophisticated accrual accounting that involves a lot of liabilities and receivables, it's critical that you maintain tidy financials.

You're also welcome to download the template from Google Sheets and set up your own financial formulas to gain a better understanding of sound accounting principles for small businesses. Your personalized financial template can include TABS, a ledger of payments, and a profit and loss summary.



3 Day Calender of Events

To access templates for each section, go to weaveconnected.com.

DAY ONE

BEFORE	TIME	ACTION
Must Have	8:00	Listen to the Panel Discussion Write down your business idea, solution, and why
Family/Friend Interview template	9:00	Listen to How To Make A Business Plan
	10:00	Use the template to establish your why
	11:00	Conduct your initial market research
	12:00	BREAK
	1:00	Buyer Personas
	2:00	
	3:00	Listen to Making a Go To Market Strategy
	4:00	Use the Go To Market Template to define your business goals
	5:00	You're done with day 1!! Congrats!

DAY TWO

BEFORE	TIME	ACTION
Must Have	8:00	Review notes from yesterday Establish your 4 Ps
Family/Friend Interview template	9:00	
	10:00	Write out your ideal customer journey
	11:00	Listen to Defining Your Brand
	12:00	BREAK
	1:00	Use the style guide template to work on the activities for the rest of the day. Business Personality activity 30 circles activity
	2:00	Logo creation
	3:00	Photography & Illustration use
	4:00	Typeface & Colors. <i>*Letterhead & business card if desired</i>
	5:00	You're done with day 2!! Congrats!

DAY THREE

BEFORE	TIME	ACTION
Must Have	8:00	Review notes from yesterday Listen to Building Your Online Presence
Family/Friend Interview template	9:00	Establish the purpose/goal of your website Choose a website provider and template
	10:00	Build your website while closely referencing your style guide and brand personality
	11:00	Purchase your LLC (receipt necessary for entry) ** Plan extra time for this. COVID may be slowing things down. This could take more than a week.
	12:00	BREAK
	1:00	Listen to Developing Your Social Media
	2:00	Establish when and where you will be posting Create social media design templates
	3:00	Listen to Establishing the Books
	4:00	Download the excel template with pre-loaded formulas. Add all of the expenses you've incurred over the past three days.
	5:00	Submit your business into the challenge by clicking here!