Make your brand recognizable.

Start with who you serve and the experience you want people to have when they work with you.

A brand is a promise you can repeat.

Your name, message, visual style and follow-through should tell the same story. A clear brand helps a prospective client understand your role and what to expect next.

1. Choose your audience. Describe the people and questions your work is designed to serve.
2. Name your service promise. Use specific, supportable language about how you help.
3. Keep a small visual kit. Use one approved logo, a few colors and two readable fonts.
4. Repeat your message. Align your website, email signature, introductions and follow-up.
5. Check your claims. Use current credentials and required approvals for product-specific materials.

The people I serve and the questions they bring:

The experience I want every client to receive:

One message or visual inconsistency I will fix this week:

Put your purpose into words.

A mission statement gives you a practical filter for choosing work, setting priorities and building a team.

Keep the mission specific enough to use.

Describe whom you serve, the help you provide and the way you intend to provide it. Your purpose explains why that work matters to you. Use both when deciding whether a new opportunity fits.

Who do I most want to serve, and why?

What problem am I equipped to help them understand or address?

Which values should be visible in the way I work?

Mission starter

We help [audience] with [need] through [service or approach], guided by [values].

My mission statement:

Use it this month: choose one activity that supports this mission and one commitment to reconsider. Revisit the wording as your business changes.

A simple SOP template.

Document one repeatable task so another person can follow it and recognize when it is complete.

Process name / owner / version / review date:

Purpose and trigger: What starts this process?

Before starting: tools, records, permissions or approvals needed:

Steps and evidence of completion

1. Action / responsible person / expected result:

2. Action / responsible person / expected result:

3. Action / responsible person / expected result:

4. Action / responsible person / expected result:

Exceptions: When should the team stop and contact the owner?

Finish: How is completion checked, and where is the record saved?

Turn a monthly goal into a week.

Choose a concrete result, plan small actions and review what changed before carrying work forward.

Month / main business goal / measure / target:

Plan the month

Week 1: establish the starting point and prepare the work.
Week 2: complete the first planned actions.
Week 3: review progress and adjust.
Week 4: finish, measure and plan the next month.
Extra or partial week: use it for follow-up or unfinished priorities.

This week begins / the result I want by the end of the week:

Priority 1: action / owner / time block / due date:

Priority 2: action / owner / time block / due date:

Priority 3: action / owner / time block / due date:

Friday review: What finished? What changed? What carries forward?

Month-end review: Actual result / lesson / next month's focus: