



Creative Entrepreneur Starter Kit

Presented by Eklectriq Life

Brand Checklist

- Brand Name Finalized
- Mission Statement Written
- Target Audience Defined
- Logo Created
- Brand Colors Selected
- Website Domain Secured
- Social Media Handles Claimed
- Bio/Elevator Pitch Completed
- Brand Photos Completed
- Contact Information Consistent Across Platforms

Content Planner

Weekly Content Framework:

Monday – Story/Behind the Brand
Tuesday – Educational Content
Wednesday – Client/Testimonial Feature
Thursday – Behind-the-Scenes Content
Friday – Promotional Offer or Call-to-Action
Saturday – Community Engagement
Sunday – Reflection and Planning

Monthly Goals:

- Followers Growth Goal
- Leads Generated
- Website Visits
- Sales/Bookings

Marketing Audit

Rate each area 1-10:

Website Performance: _____

SEO Visibility: _____

Social Media Presence: _____

Email Marketing: _____

Lead Generation: _____

Brand Consistency: _____

Content Quality: _____

Partnership Strategy: _____

Customer Reviews: _____

Sales Funnel: _____

Top 3 Improvements:

1. _____

2. _____

3. _____

Release Checklist

Before Launch:

- Product/Service Ready
- Graphics Designed
- Landing Page Published
- Email Campaign Prepared
- Social Media Posts Scheduled
- Press Release Prepared
- Partners Notified
- Tracking Links Installed
- Analytics Verified
- Launch Team Briefed

After Launch:

- Monitor Engagement
- Respond to Comments
- Track Sales and Leads
- Gather Testimonials
- Publish Recap Content