

LoveNae Graphics Strategy Call Preparation Checklist

Define Your Brand Vision

- * What is your business about?
- * What problem does your business solve for your audience?
- * What are your long-term goals for your brand?

Know Your Target Audience

- * Who is your ideal customer/client?
- * - Age group
- * - Interests/hobbies
- * - Needs/pain points
- * What are their spending habits?

Gather Visual Inspiration

- * Save examples of designs, brands, or aesthetics you admire.
- * Think about colors, styles, or themes that resonate with you.
- * Pinterest boards or mood boards can be helpful here.

Assess Your Current Branding (if applicable)

- * Do you have an existing logo or brand identity?
- * What do you like or dislike about your current branding?
- * Do you need a complete rebrand or just updates?

Set Clear Objectives for Your Project

- * What do you want to achieve with this project?
- * Do you need help with:
 - * - Logo and branding?
 - * - Website design?

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- * - Social media content?
- * - Marketing strategies?

Review Your Budget and Timeline

- * Have a rough idea of your budget.
- * Consider any important deadlines or launch dates.

Prepare Questions for the Call

- * What do you want to know about our process?
- * Are there specific services you are unsure about?
- * Do you have any concerns about working with a designer?

Organize Relevant Files or Information

- * Business name and tagline (if any).
- * Links to your website and/or social media accounts.
- * Any current logos, designs, or branding materials you would like to share.

Be Ready to Collaborate

- * Approach the call with an open mind.
- * Be prepared to provide honest feedback and share your ideas.

Check Your Tech

- * Ensure your internet connection is stable.
- * Test your microphone and camera (if it is a video call).
- * Have a quiet, distraction-free space for the meeting.

Bonus Tip:

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Bring your passion! This is your chance to turn your vision into reality, and we are here to make it happen together.