



A-Z

CHECKLIST

OF TURNING YOUR IDEA INTO A BRAND

BY

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PART ONE:

MAKE YOUR IDEA A BUSINESS

Focus on Turning Your Idea Into a
Business First.



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How

PHASE AFFIRM



*What do I want to do?
Why do I want to do this?
What will I achieve with this?
What's driving me?
Is this truly what I KNOW I was meant for?*



*How will people benefit from this?
Is this not already sufficiently done (not
that this matters much)?
Can I have a life doing this?*



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How

RESEARCH AND FEASIBILITY STUDY

Confirm your idea is worth it, so you don't create a product nobody wants.

Use these keys:



Is there a market for it



Is it a flooded niche or has space for you?



Can I control it long term?



Is it scalable?



How about Relevance over time?



How

CLIENT DEMOGRAPHY

Exactly who am I serving with my value (my product or service)?

Everyone is not your client. Clearly define who your value (Product/service) is designed for

This will help you build your product exactly as it matches this one person (and the multitudes of him/her)



How

BUSINESS STRUCTURE

Am I building a brick and mortar, internet-based or a combination both model business?

How do I structure my business?

Where will my supplies come from?

Do I need people to make my business work?



How

MARKETING STRATEGY

How do I market my value: do I use the internet ONLY, or traditional mediums or BOTH also?

What tools do I need to make this work?

Fliers, a website, social media tools?

What training(s)?

How/Where do I reach my clients? At their location, or do I wait for them to come to me?



How

BUSINESS MGT/OPS

How will people buy from me? How do I deliver my value to them? Do I use an automated medium

*Do I require staffing to work my business?
Or am I skilled enough?*

*How about my accounts? Clean?
What's my biggest challenge, that one thing that can close my doors as soon as I open them to customers?*



How

BUSINESS CREATION PHASE

*Let me now register my business:
the website; Corporate Affairs; the Corporate (Business)
Bank*

*My Business tools:
Logo, I.D. Cards, Complementary Cards, Promotional
headshots, etc.*

*Location: My online presence, my office (or Home) for
base operations.*

Anything else peculiar to my setup I need?

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PART TWO:

MAKE YOUR BUSINESS A BRAND

Now you're in business.
Time to turn up the heats.

Time to join the

EVOKED-SET

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How

CREATE YOUR BUSINESS SYSTEMS

How do I move my business to run on systems, rather than depend on me or others at that matter?

I NEED SYSTEMS.
BUT WHICH?



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The logo consists of the letters 'DO' in a bold, sans-serif font, enclosed within a square border. The 'D' and 'O' are connected at the top and bottom, forming a continuous shape.

Operations Management System

How do I document the basic operational acts that will be simple to implement, such that even the dumbest person alive can operate my business for me?



Marketing Management System

How do I create an efficient and effective marketing system, such that my business is the MAIN gong my clients hear?

How do I create a simple, cheap but effective system of keeping my business in the minds of my potential clients

How do I create
MY BUSINESS CHASSIS AND FUNNEL?



Delivery Management System

How do I ensure that my clients find what they need, buy what they need and when they need it? How do I make sure my business is ACCESSIBLE and people can EASILY get/purchase and pay for my services? How do I stock up and be ever ready to make sales?



Financial Management System

I can't seem to catch up with my finances. How do I match up?

*How do I bring costs and expenses under control?
How do I become more financially responsible to my business?*

I know my books don't lie. I know it is the only way I can tell how healthy my business is.

Don't I need a system for accounting? A platform to ensure I am ahead in my finances?



H.R. Management System

Long last, I can't go it alone. I need people. To do simple, repeated things. I don't need heavy lifters who will think for me, but who'll think with me.

How do I find them?

More; how do I bring them in?

Then; how do I engage and keep them?



Customer Management System

Back to base: My Customers are the lifeblood of my business. How do I keep them happy?

How do I keep them coming AND buying?

How do I manage them?

I need to determine and predict their experience with me at all times. How do I do that?



How

AUTOMATE YOUR BUSINESS SYSTEMS

*How do I get my business to really work more, so I can
work less?*

I need to simplify and automate things

*I need to consider the next
thoughts...*

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Marketing and Delivery System

How do I automate my marketing systems, such that it is continuous, sustained?

How do I automate the management and engagement of leads to my business?

How do I automate my delivery system? How do I ensure my business show goes on, with or without me (especially without me) or anyone else at that?



How do I forever retain clients?

*I know that my business' relevance is tied to her leading
the pack*

How do I do this:

Do I begin and automate my social engagements and posts?

*How do I maintain my continued relevance and
business?*

*How do I determine the future for my business and build
on my clients FOREVER more?*



A-Z CHECKLIST

I hope this guide has challenged you to think more critically about your business, as to help you make better informed decisions.

You can follow me on social media. I share tips, bits on business systems and how to automate your business processes. I also dwell on internet businesses; the ones you can start immediately.

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