

Branding & Biz Kit

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I DON'T GIVE A SIP



Look Legit Starter Pack

A personal branding & business kit for solo creators, freelancers, and indie founders who want to launch smart and look pro – even if it's just you behind the screen.

1. Visual Identity Templates

Nail the visuals so people trust you at first glance.

- Logo Templates (Canva - Editable):
<https://www.canva.com/logos/templates/>
- Curated Color Palettes (Start here):
<https://coolors.co/palettes/trending>
- Font Pairings that Just Work:
 - Inter + Merriweather (clean + elegant)
 - Poppins + Lora (modern + editorial)Explore here: <https://fonts.google.com/>
- Bonus: How to Choose a Favicon:
 - Tool: <https://realfavicongenerator.net/>
 - Tip: Use your logo icon or first initial

2. Verbal Brand Identity (How You Sound)

Say what you do in a way that makes people trust, remember, and buy.

- One-Liner Formula:
“I help [who] do [what] without [pain]”
Ex: I help freelancers get high-paying clients without cold calling.
- Voice Starter: Pick 3 traits you want your brand to feel like
 - (e.g., Bold, Friendly, Practical)
- Tagline Generator Prompt:
“If I could give someone one result, it would be ____.”
Turn that into your tagline.
- Tool: Brand Personality Quiz

<https://www.hubspot.com/make-my-persona>

3. Brand-Ready Web Stuff

Give your website a pro first impression without hiring a designer.

- Hero Section Copy Template:
“Helping [audience] do [goal] without [struggle]”
CTA: Get the [freebie/tool/offer]
- Website Builders to Start for Free:
 - <https://carrd.co> (1-page, fast, free)
 - <https://typedream.com>
 - <https://framer.com>
- CTA Button Examples:
 - Claim Your Free Starter Kit
 - Try It Free
 - Book a Free Call

4. Social Media Setup

Your profiles are part of your brand. Here’s how to tune them:

- Use same profile pic & colors across platforms
- Bio format:
 - 1st line: what you help with
 - 2nd: proof or social credibility
 - 3rd: free CTA (link in bio)
- Free Cover Photo Templates (Canva):
 - <https://www.canva.com/facebook-covers/templates/>
 - <https://www.canva.com/linkedin-banners/templates/>

5. ✔ Brand Starter Audit

Rate yourself 1-5 on these essentials:

- ☐ Do I have a clear visual identity (logo, color, fonts)?
- ☐ Does my brand voice feel consistent and natural?
- ☐ Is my one-liner/tagline clear and compelling?
- ☐ Does my website feel legit at first glance?
- ☐ Is there one clear CTA everywhere I show up online?
- ☐ Do my socials look intentional (not random)?

If you can confidently check off 5/6, you're in good shape.

