

branding

BRANDING 101

TECH TO
BUILD YOUR
WEBSITE
CHEATSHEET

start smart!

jac
CUNNINGHAM

JAC CUNNINGHAM.COM ©

Hi, I'm Jac

The founder of Jac Cunningham Design.

I've worked with many entrepreneurs and business owners to reach more of their ideal clients to show up and be seen online and in their community.

I also know how frustrating it can be to find the right person to hire to help you start up and run your business.

This happens almost on a daily basis...



Either someone reaches out by email or messenger or we're chatting on the phone and they dive into how they hired someone else (or two or three other companies) to get their business online for them and they have ZERO to show for it.

They aren't sure if DIY'ing will really work for them. But they keep hearing all the success stories and they keep chatting with friends that are getting results and they want that for their business.

But they're scared to try it.

OR they want to get started, but they're worried they won't have the technical skills or money to be able to create a successful website.

Doing it Yourself can feel like a gamble. But the truth is... it doesn't have to be that way.

I've seen how being knee deep in your own business can ultimately transform it when it's done the right way. I mean if you don't know how to run your own business, how are you expecting someone else to?

So I've put together this PDF to help you navigate how to budget starting out in YOUR own business.

Ready to get started?



WEBSITE CHECKLIST

THE TECH YOU NEED TO BUILD YOUR WEBSITE

You're tired of thinking you aren't tech savvy enough.

But you need a website.

So, it's time you meet Squarespace. 

Here is the affordable way to get your business online :

	SQUARESPACE		Costs AU	INERFACE/OTHER	Costs USD
WEBSITE PLATFORM	Build + Host	✓	\$16-25pm	DIY	\$12-18pm
OR					OR
SELL PRODUCTS	Biz/Com Plan	✓	\$25-34pm	DIY	\$18-26pm

HOSTING	Included	✓	Free		
DOMAIN	.com	✓	1 st year free	Crazy Domain for .com.au 2 or 3yrs Squarespace	AUD \$18 USD \$20-70
EMAIL ADDRESS		✓	1 st year free	GSuite	\$5p/m
BLOG	Yes	✓			Free
EMAIL MARKETING	Yes		\$7pm	Mailchimp, Flodesk , Convertkit USD \$10, \$19, \$29 p/m	MC Free 2000 + Paid
MEMBERSHIP PLATFORM	Biz/Com Plan	✓ >	\$26-40pm	Memberspace Kajabi	\$25+fees \$119
CALENDAR	Linked self	✓	Free	Acuity (Public)	\$15pm
PHOTOS				Stock Sites / Personal Photographer	Free + Paid
VIDEO HOSTING				YouTube	Free
VIDEO CONFERENCING				ZOOM (Free 40 mins)	Free
BRANDING				Canva DIY	Free
GRAPHICS PLATFORM				Canva	Free
INSTAGRAM SCHEDULING				Later (30 p/m)	Free

USE MY LINKS FOR ALL THE DISCOUNTS: www.JacCunningham.com

WHAT THEY ARE SAYING

From our first meeting to the final Branding Documentation at the end of our project Jac was very professional, friendly and easy to deal with. I am totally thrilled with my new brand identity design and feel that it truly represents who I am and what I stand for. I also love my new business cards. With the gold foil print on the front side they look classy and transport exactly the message that I want to convey.

I would not hesitate to recommend the Branding Program of Jac's to anyone who needs to develop and define their brand identity.



Bettina Deda | www.bettinadeda.com

As a start-up business, Jac's experience, knowledge and pragmatic approach were invaluable in helping us to quickly establish the Travel Architects brand. This was a new process for us and having someone of Jac's calibre working with us made it a positive and fun experience. Very quickly Jac became a part of our business - she gets us and what we're doing, she's approachable and available and just makes it happen. Really, you don't need to look any further, Jac Cunningham is your partner for Brand Identity and Social Media.

Cathy Thorpe & Christine Ritchie | www.travelarchitects.com.au

I engaged in Jac's course when I was launching my new nutrition business. With some pertinent questions, Jac instantly grasped what I needed. She worked with me to create a compelling visual presence in consulting on my brand, which has helped me stand out in the field of nutrition. Jac helped me with business cards, flyers and templates and has also helped me source some fantastic reference websites.

Jac has a knack of just finding the right images and construct that are relevant to the right audience. Jac's work instills me with confidence and I continue to use her regularly. I highly recommend her work.

Nicole Dynan | www.goodnutritionco.com

*are you ready
to get your business online?*



**REGISTER HERE TO BE
NOTIFIED ABOUT MY
BRANDING & WEB COURSES**

