

1. YOUR BUSINESS MISSION STATEMENT

Enabling Solo Entrepreneurs to build the ultimate workplace from the very first employee through, coaching, training and mentoring. Turning the ambiguity of Business and Leadership in to a simple step by step process.

2. SERVICES / PRODUCTS PROVIDED

I deliver a complete solution to employ your first team member - it helps my clients by preventing them from making the mistakes that causes high staff turn over, which leads to costly mistakes, low conversion / high client turn over. My training removes the confusion and replaces it with absolute certainty of why, what and how to build the working environment/culture through understanding how humans operate.

3. HISTORY OF THE BUSINESS

Launch My Team has been in business for 1 day, it has evolved from Motivational Leadership which has been in business for 4 years. Currently, I have a contracted Book Keeper and VA. We offer coaching, support, encouragement, accountability, transformational interventions, mentoring, guiding, leadership development, work environment structure and systems and a complete guide in preparation for on boarding new team members.

We are a Global company and are passionate about helping solo entrepreneurs all over the globe.

4. YOUR BUSINESS NAME

Launch My Team

5. TAGLINE:

The Exclusive One to Team System
The Original One to Team System

6. VISION:

Increasing global happiness through bettering workplace culture

7. LOGO USAGE:

Business Cards, Website, Stationery
Potentially Car Sign Writing

8. STYLE

Fun and Professional

9. COLOUR

Peacock Colour theme - see Mood Board

10. FONTS

Mauritian Vibration

11. SYMBOLS/IMAGERY

The Peacock
The Peacock feather eye

Globe - encompassing a smile some how?

12. EXISTING BRANDS

NA

13. EXAMPLE BRANDS



I like the instagram logo - purely because it is an image and no words
I'd like two logos - one that includes the words "Launch My Team" and one that is just the image



The North Face - I like it because it has three words and they work well with the image



Le Tour De France - I like it because it's not conventional

14. CURRENT MARKETING MATERIAL

NA

15. PROJECT DEADLINE

Friday 10th November

16. WHO TO CONTACT

Lisa Wiking - lisa@motivationalleadership.com.au or 0408 711 769