

THE Garden Shed

WINTER

HOW TO KEEP VISITORS ON YOUR WEBSITE LONGER

INSTAGRAM BIO/HASHTAG TIPS

CANVA SHORTCUTS

THE ULTIMATE BRANDING CHECKLIST

WINTER COLOUR PALETTES

BRAND VISUALS CHECKLIST

CREATE AN EPIC PINTEREST BOARD

HOW TO FIND THE DESIGNER FOR YOU

HOW TO REGISTER YOUR BUSINESS NAME

MONTHLY PLANNERS

DESIGN TOOLS FOR YOUR GROWING BUSINESS

Hey gorgeous!

I'M KIM, YOUR BOTANICAL BRAND GARDENER AND PLANT-OBSSESSED BESTIE HERE AT WILD SEED DESIGN



I grow botanical-blessed brands that help your business blossom and bloom so you can harvest sustainable success (without the mess!)

With over 25 years in the design and print industry, I've worked in all of the roles. Freelance, in-house designer, running my own studio - you name it, I've thrived whilst doing it. I founded Wild Seed Design 18 years ago and haven't looked back since. Floral and botanical design is where my passion lies and nothing brings me more joy than working with florists, plant stores, wineries, botanical skincare brands, photographers or anyone who wants a floral touch, to grow their business through beautiful design.

I've got a knack for nailing the brief and efficiently managing and executing every project that comes across my desk. I know what my clients need to bloom, and my impeccable eye for detail means that the final piece - whether that's branding, stationery, packaging, catalogues, advertising and social media - is supplied with love and finesse.

So if you're looking to join forces with a designer who knows the industry inside out and has a serious passion for plants, then I'd love to work with you!



Real talk:

Keeping a succulent alive is one thing. But planting - let alone successfully growing - your own business? That, y'know, means the world to you? (So, like, no pressure or anything. *Cough*) Seriously, that can succ. Especially when you're DIA (Doing It Alone!)

But it doesn't have to. When it comes to your business, I believe your vision is the seed. And, together, we wanna plant that baby deep and give it ALL the love, care and attention it needs to grow roots and become a forest of beautiful wildflowers.

'Cause just like you - and your success! - your brand blooms best when it's wild and free.

Ready to begin? Grab a coffee or a hot choccy and enjoy the read and hopefully I can offer you some help from my magazine.

Kim x

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BEAUTIFUL BRANDING
that blooms from seeds
NOURISHED AND NURTURED
THROUGH THE SEASONS

Be your own boss

You're probably reading this magazine as you are now at the stage to take your business to the next level or maybe you're looking at starting a new business ... Yay to you!

Do you want a beautiful, authentic brand that will not only connect with your dream clients but also be clear, consistent and engaging?

A brand that has been tailor made for you?

Great branding is so much more than just a logo, colours and fonts, it's a well thought out strategy on how your dream clients will connect with you through your visual story.

With research and assessment, I'll help you discover what's important and create a brand that will truly bloom. A beautifully crafted and creative brand that will excite you and offer solutions to your audience.

Contact me today and let's get your business blooming!



Wild Seed DESIGN

I have a special soft spot for my fellow plant nerds (aloe-lujah, fam!), start-ups and small business besties.

Together, we're a tribe of passion-led women ready to plant our passions and ground our awesome businesses in purpose while we collect connections, conversions and way too many plants!

*... But, c'mon, how many is too many?
Pfft. I'd argue you can never have enough!*



With my experience, I know how hard it can be to find the right graphic designer who will suit and understand your vision while offering the best communication skills for your business. It can be all overwhelming on who to choose as they need to be the right fit for you. Someone who just 'gets' you!

I'll be there to listen and take the time to get to know you and your business and get a clear understanding of what you want to accomplish. I'll always strive to achieve amazing results in the process so we can build a long term relationship.

My ultimate goal is to create a brand that my clients can be proud of and it represents their success, unique vision and values.

So if you're ready to start your amazing new business and be your own boss, don't wait, book your **FREE 15 minute BRAND CONNECTION CHAT** and also download my **PRICE LIST**

I'd love to work with you to make your business bloom!

[BOOK A CONNECTION CHAT](#)

How to keep visitors on your website longer

Every second counts when it comes to keeping visitors on your website. The longer they stay, the more likely they are to engage with your brand and convert into loyal customers, cha-ching!

.Here are my top 4 tips for great user experience that keeps them coming back for more

Make sure your site loads fast & is responsive

Many visitors access websites on their smartphones or tablets, so it's important to make sure your site is mobile-friendly.

Have a simple to navigate top menu

Make sure your website is easy to navigate and user-friendly. A cluttered or confusing layout can quickly turn off visitors and cause them to leave.

Make it pretty!

Use eye-catching visuals and graphics to break up long blocks of text and make your website more visually appealing.

Talk about transformation

Make sure your hero image and text makes it clear who you help and how.

INSTAGRAM BIO TIPS

- ✓ Include your logo as the profile image. If you want to personalise your business, use a professional, head shot photo of yourself.
- ✓ Keep it short but concise.
- ✓ Tell them what you offer in an engaging way.
- ✓ Add a hashtag to your bio (of your product or service).
- ✓ Use emojis to make your bio pop.
- ✓ Always have a strong call to action. Tell them about a freebie you're offering, a download or your ecourse.
- ✓ You can add only one website link, so add your website or use Linktr.ee to do multiple links. Make this link count as this will direct all traffic.
- ✓ Put your location in your profile as this can be searched and is great for people to find you.
- ✓ Think like a search engine.
- ✓ Say what you do/where you are in your name - eg, mine is - Kim - Brand Designer Melb
- ✓ Add your business category.

INSTAGRAM HASHTAG TIPS

- ✓ Use all 30 hashtags per post.
- ✓ Add these hashtags in the first comment so your main post isn't busy.
- ✓ Do your research on hashtags that relate to your product/service.
- ✓ Create a library of 50-80 hashtags and save these into your phone's Notes into smaller sections and then add additional hashtags relevant to the post/image.
- ✓ Look at hashtags that other accounts within your niche are using and attract your target audience.
- ✓ Use hashtags that are not oversaturated. Try use ones that have under a million followers. Hashtags with smaller numbers will have a better chance to be seen.
- ✓ Using niche hashtags will help make it easier for potential customers to find your business.
- ✓ Use 10 organic hashtags that you think your customer will use to find you. Use 5-10 relevant hashtags to your industry like general ones that are common searches. Use 5-10 location hashtags which allow you to be specific for people in your area.

Let's get real!!

What you see VS what you don't!

Running a design business is a rollercoaster ride. Some days I feel like I'm absolutely killing it, and other days I'm questioning everything - including myself. But you know what? *That's totally okay.*

Life is full of ups and downs, and the human experience is anything but predictable. It's a balance of good and bad, happy and sad, and success and failure.

So on those tough days, I remind myself that it's all part of the journey. Every challenge is an opportunity to learn and grow, and every victory is worth celebrating.

In the end, it's the messy, imperfect moments that make the journey worthwhile. Bring on the ups and downs - I'm ready for it all! So you aren't alone!

GHOSTING CLIENTS

RAVING CLIENTS

QUIET TIMES

LOTS OF CONTENT

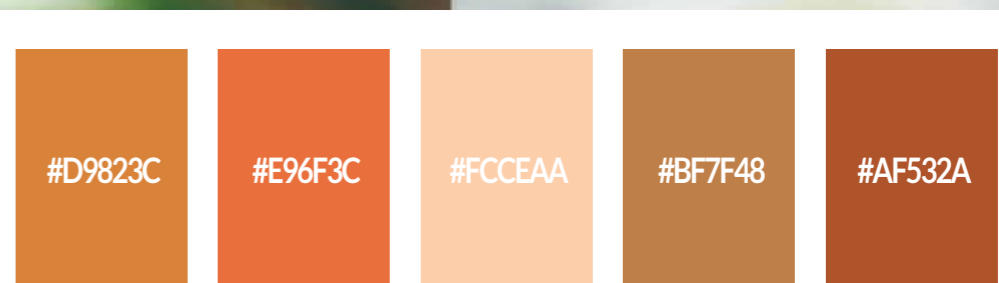
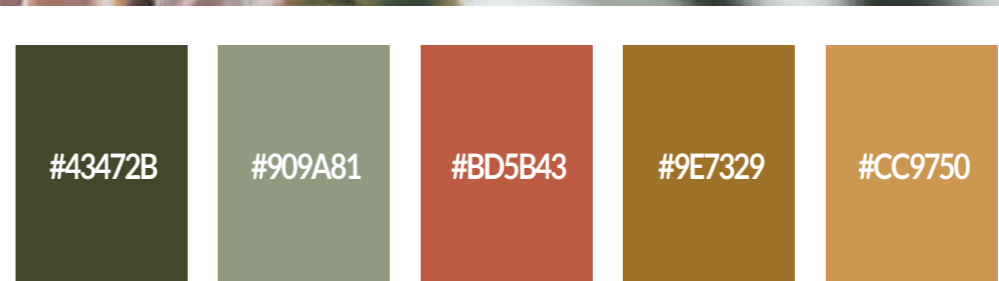
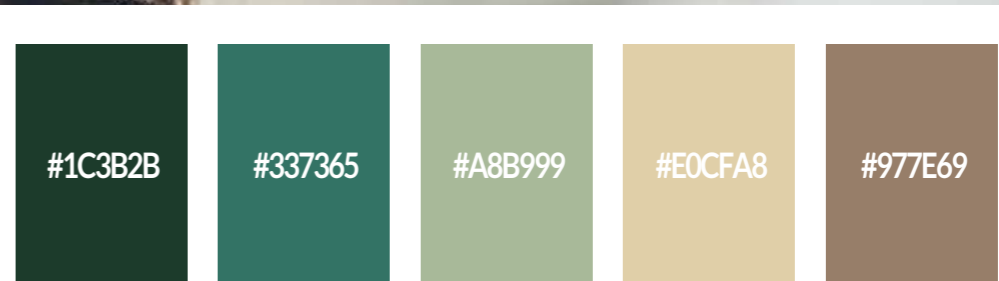
TIME TO EMAIL SUBSCRIBERS

CONFIDENT IN DESIGN

IS ANYONE GOING TO JOIN MY EOURSE?

IDEAL DESIGN CLIENTS

- 2023 - Winter Colour Palettes



TIPS WITH FINDING A PROFESSIONAL

Graphic Designer

Why and when is it a good idea to work with a graphic designer

I'm sure whatever you do for a living, you are great at it. You have probably studied and learnt everything in your field so gain a lot of skills and knowledge. Professional graphic designers do the same. We have been trained with the technical tools in graphic design as many of us have had a passion for being creative and have artistic skills in colour, shape, design programs and more, to create beautiful design.

So as you have your own skills, design may not be one of them, so if you are starting up a business, seeking a graphic designer to help create a logo and brand, marketing material, website, social media, is the best thing if you want it done right and have your brand connect with your ideal target audience. Lots of time and research goes into brand strategy for a brand to last the distance. You concentrate on what you can do for your business and outsource the design to the experts, it's too important an investment in your success not to. It only takes a few seconds for a customer to make up their mind about your brand and if you don't look professional, your potential customer may go to your competitor, which you don't want.

There are different graphic designers who can help you

There are graphic designers for every budget and needs.

Freelancers - For those who work on the occasional freelance projects after hours or working normal office hours from home. These graphic designers take on smaller jobs with smaller budgets and they should be easy to find by asking for recommendations from friends and professional contacts. Just beware of some 'cheap' freelance graphic designers that probably won't take the time to get to know you, your business, or the direction you want to take your brand in, and won't bring any of that to the design. They get the design done fast and quick, so not a lot of thought to go into it. You also might not get the flexibility you need when the files are handed over - they might not give you the editable source files, and any future customisation might be difficult. Cheaper is never better and your business branding should be valued and time and thought needs to be used for it.

Solopreneurs/full time home studios - These are full time graphic designers with normal office hours from home. These graphic designers have more design experience and can work with small to large clients on any budget. They can have lower overheads compared to a large studio business and you deal directly with the one person only for all your design and website needs. So you build a connection with the one designer, so no brand confusion can arise with multiple designers working on the same project. They have some years of design experience behind them and can offer authentic and unique designs and will provide all the correct project files required.

Graphic design studios - These studios can range from two people to 40 or more (usually between 4 and 10 though) and consist of graphic designers, website designers, account managers, social media account managers, admin support etc. Due to higher overheads (rent, computers, office supplies, staff wages etc) costs for design projects are a lot higher but if you have a large budget and more in a large corporate industry, this may be the way to go.

Finding the right fit

You need to find a graphic designer who is the right fit for you and your business. Most professional graphic designers have an industry niche that they prefer to work with. Some like to work with female start ups only, some like the restaurant industry, others love to work with health and wellness businesses, others work solely with the building trades industry. I enjoy working with women who love botanical design elements.

If you are a person who wants to meet the designer face to face, you need to find one who will do that. Many freelancers and solopreneurs only have contact via email or Zoom meetings and avoid meeting in person. If you see some larger design studios, they are happy to meet face to face. Others only communicate via email only, so if that is going to annoy you, then they aren't the designer for you.

Some designers work around their families and that could be at odd hours and mainly at night, so if you work from 9am-5pm, you may want a designer who can communicate with you during these hours.

There are also 4 different types of graphic designers -

• Brand Identity and Logo Design • Packaging Design • Website Design • Social Media Design • Layout and Print Design

Some designers can do just the one, or maybe two of these. Some skilled designers can offer all these types of services.

How to choose right designer from your list

Now that you've got a small list of designers that you like, it's time to pick one. You now need to vet them all to see who you will choose.

You need to look at their portfolio (which you can find on their website and Instagram) to see if their design style matches what you are after. Do they work with clients in your industry and have a knowledge of it? Look at their client testimonials and see how happy past clients have been.

You want to find a designer that you connect with and you will get along well. Most designers will offer a free discover call/video chat for you both to get to know each other. The designer will also see if you are a good fit for them too. This is your time for you both to ask questions and get to know each others personalities. I offer a free 15 minute Brand Connection Chat for my potential clients.

A design businesses procedures and policies is very important too. Myself and many professional designers will provide a Welcome Kit which is a pdf document outlining the agreed upon design project, timeframe, what we can expect from each other, terms and conditions, procedures, design brief and a contract that needs to be signed at the end before any design work commences. If they don't have any terms or procedures in place, this may be a red flag. Don't be scared if a designer says they have some kind of project management system that you have to sign up for and use - they've likely made it as easy as possible for you to use, and will be happy to walk you through it. Most designers will guide you if it's your first time.

Choosing a graphic designer that you'll work well with and who fits your needs is a very personal process, but it doesn't have to be overwhelming. Follow the steps, and you should have a pretty solid starting point.

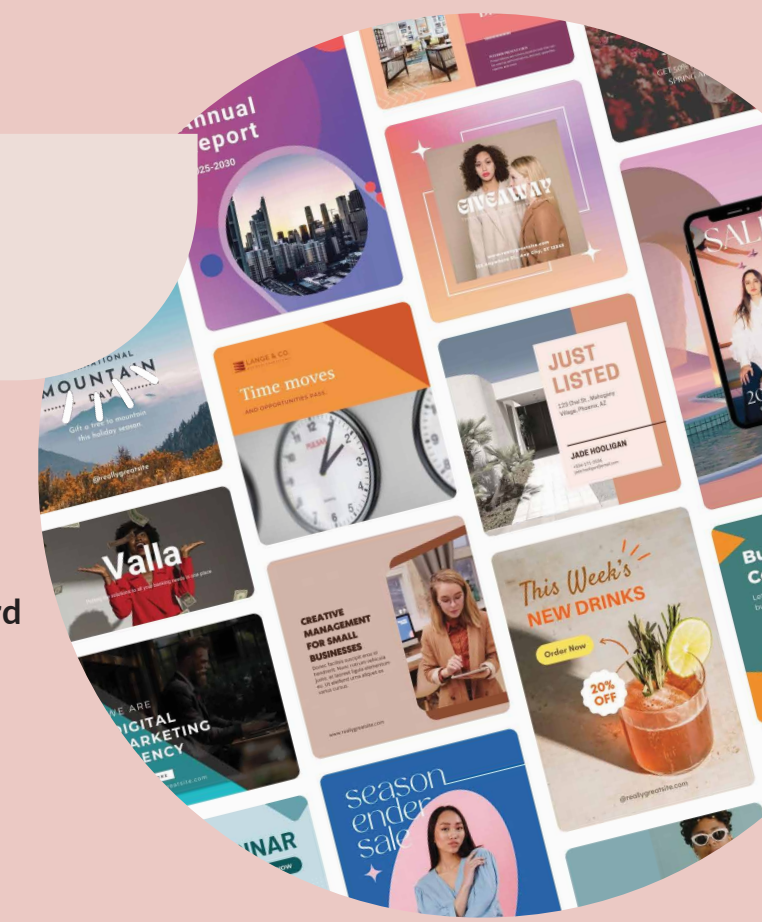
If you love my style of design and would like to know my prices, click to download my [PRICE LIST](#), or book a free [15 minute Brand Connection Chat](#).

Commonly used Canva shortcuts

Want to become a Canva power user?
The secret is in the shortcuts!

Whether you're duplicating objects, grouping layers, or zooming in and out, Canva's keyboard shortcuts can save you time and make your workflow more efficient.

So if you're ready to take your design skills to the next level, check out this list of the most commonly used Canva shortcuts and start mastering them today!



Ctrl/Cmd + D	Duplicate selected object(s)
Ctrl/Cmd + Z	Undo last action
Ctrl/Cmd + Y	Redo last action
Ctrl/Cmd + C	Copy selected object(s)
Ctrl/Cmd + V	Paste copied object(s)
Ctrl/Cmd + G	Group selected object(s)
Ctrl/Cmd + Shift + G	Ungroup selected object(s)
Ctrl/Cmd + A	Select all objects on the page
Ctrl/Cmd + Shift +]	Move selected object(s) to front
Ctrl/Cmd + Shift + [Move selected object(s) to back
Ctrl/Cmd + /	Show/Hide the Canva keyboard shortcuts
Ctrl/Cmd + +	Zoom in
Ctrl/Cmd + -	Zoom out
Ctrl/Cmd + 0	Fit selected object(s) to screen
Spacebar	Hold down to temporarily activate the Hand tool for panning around the design

Behind the Scenes

How I organise logo files for my clients

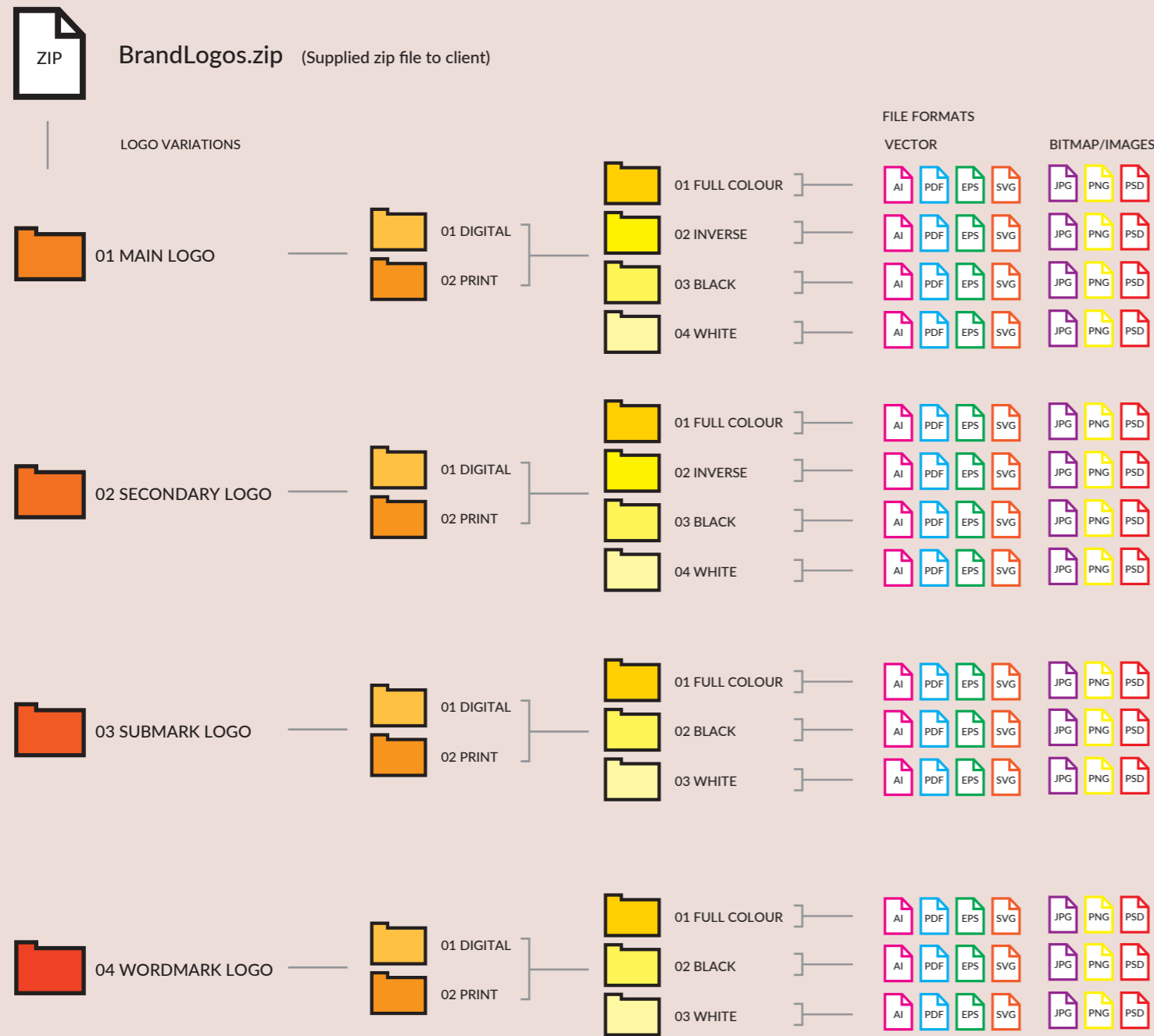
Here's a sneak peek of how I deliver final logo files to my clients.

From a range of file types to diverse colourways and orientations, I make sure everything is on point!
Believe me, it's pretty EPIC!

If you have got your logo custom created and you have only been provided one jpg file and a low res png file; sorry but I don't think the business you used was a professional graphic designer.

You should receive logos in all file formats which are suitable for digital/web and all printing purposes. As you can see below, you should receive a lot of variation logo files for your branding.

If you want to chat about getting a new brand created for your business, contact me today!



Every time someone asks for "just a logo"

A DESIGNER DIES!

OK so that might be a little dramatic, but let's be real - when someone asks for **"just a logo"** it can feel like a little part of us dies inside!

But let's be real, a logo is just one piece of the brand identity puzzle!

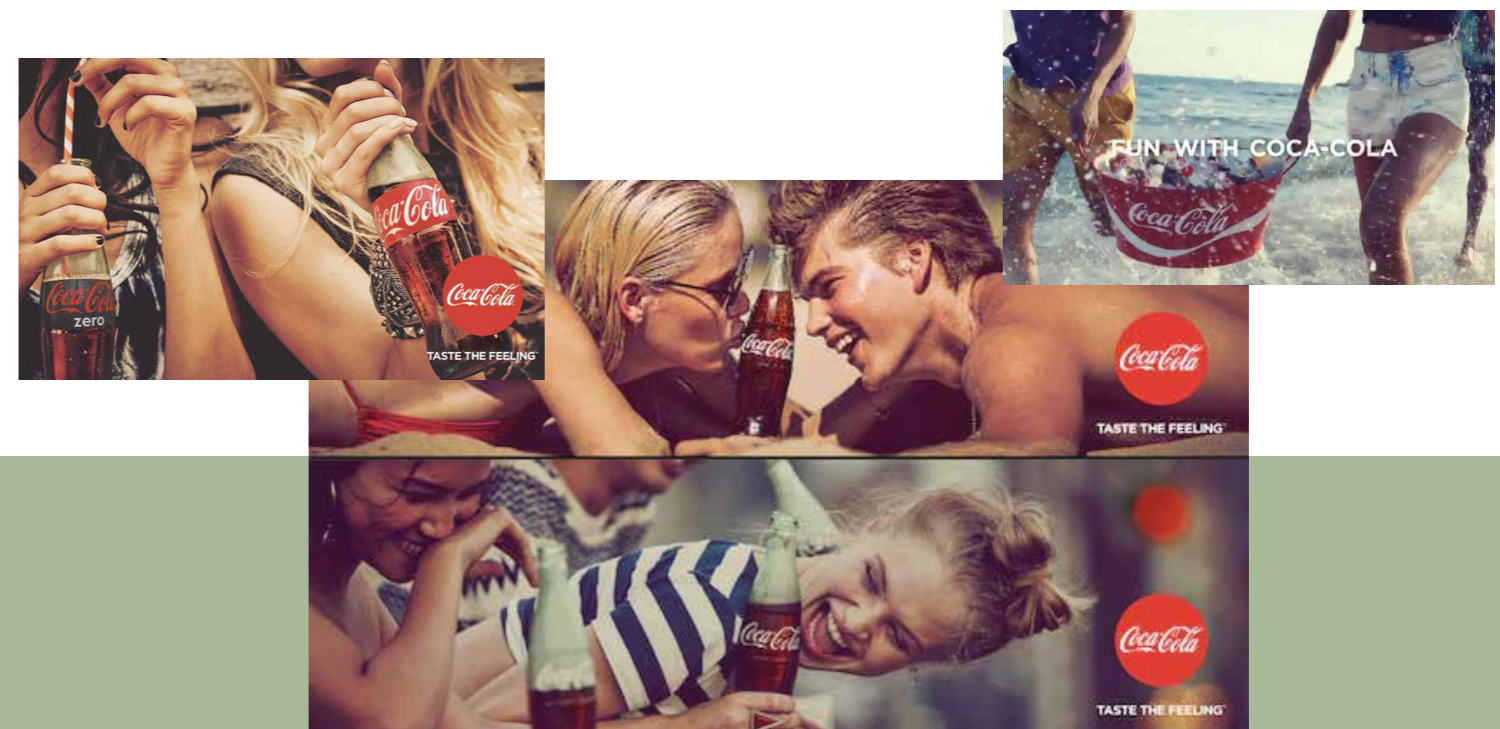
A brand also includes things like typography, colour palette, imagery, and other visual elements that work together to create a consistent and recognisable brand identity.

A successful brand is a holistic experience that is cohesive and consistent across all touch points, from the logo to the messaging to the customer experience. So while a logo is an important piece of the puzzle, it is just one part of the larger brand identity.

You want to create a brand that will help your customers connect with you. You want them to recognise your brand instantly by your visual presence and how it makes them feel. A great example is Coca-Cola and their branding because it is one of the most powerful brands in the world. As soon as you see the red and white and images of people on the beach having fun, it gives you feelings of joy and optimism, you automatically think of them.

Now think of your logo and brand - would your clients recognise you if they didn't see your logo or business name?

So please, let's not make any more designers suffer.
 Remember, a logo is just the tip of the iceberg!





THE ULTIMATE BRANDING

Checklist

So you need a new business brand or have you been in business for a while and it's now the time to rebrand so it's more aligned with your customer niche and your values, but have no idea where to start. That's okay, that's why I'm here to help.

This free ultimate checklist will help create a visual brand that will have your dream clients finding you and excited to use your services and it will help you understand the foundation of your brand.

Your brand is your visual representation of your business so it's really important to get it right the first time.



WHY YOU'RE DOING THIS?

- Every business owner should figure out their "why?" Why are you doing this? Why are you building a business? Why this business? Do you have dreams? Are you doing this for your family? Do you want to work less hours and be flexible around family?

WHO IS YOUR IDEAL CLIENT / NICHE MARKET?

- Find out your ideal clients struggles, fears, wishes and goals. Picture this perfect client in real life.
- Speak directly to your ideal client and find out what their problems are that you can solve.

WHO ARE YOU?

- Clearly and simply define who you are, what you offer and who you are offering it too.
- Define your mission and values.

WRITE DOWN YOUR GOALS

- What are your short-term and long-term goals for building a brand? Make them tangible. Is it to make \$10,000 a month? Is it to help 500 customers a year?

WHAT ARE YOUR MAIN SERVICES OR PRODUCTS?

- What are the main services or products you will focus on in your business?
- Will these help with brand awareness?

WHO ARE YOUR COMPETITORS AND HOW ARE YOU DIFFERENT TO THEM?

- Monitor your competitors and see what products and services they offer and how they market to customers and what prices they charge.
- Find your key element and point of difference that will make you stand apart from your competitors.

HOW WOULD YOU DESCRIBE YOUR BRAND?

- Will you go with your name or a business name? Will you include a tagline?
 - Write out three words that will describe your business, eg. fun, contemporary, stylish, modern, calming, ambitious, caring, earthy, fresh, lush, professional or trustworthy.
-
-

HOW WILL PEOPLE FIND YOUR BUSINESS?

- Will they find you via online searches? Social media? A store front? Word of mouth?
 - Chat with your client market and find out how they do business. Learn where to focus your marketing.
-
-

RESEARCH AND CREATE A PINTEREST MOODBOARD?

- Research brands, colours and styles you love and have a connection too.
-
-

CHOOSE COLOURS TO REPRESENT YOUR BRAND

- Which colours will represent your brand to your ideal audience? Think about your keywords you chose.
 - What colours can help you communicate your overall brand tone?
-
-

CHOOSE WHAT STYLE OF LOGO YOU WANT

- Wordmark – styled text logos that spell out the company or brand name, eg Facebook, Disney and Sony.
 - Symbol or Icon – the image is abstract, simple, stylised and bold, eg Apple, Shell and Mercedes-Benz.
 - These logos should be professional, scalable and all should be used consistently across all platforms, social media and websites to create a brand. *(I can help with all your branding!)*
-
-

CHOOSE YOUR BRAND FONTS

- These will continue on from your logo fonts used.
 - What fonts will represent your brand to your niche audience and overall brand tone.
 - Choose 2-3 fonts only to avoid your brand being too busy,
-
-

GET A PROFESSIONAL WEBSITE CREATED

- I recommend seeing a professional designer/website designer and developer as the first impression of your business is extremely important and builds trust with your audience.
-
-

SET UP ALL YOUR SOCIAL MEDIA PROFILES

- Use the same business name handles, logos, fonts and imagery to represent your brand throughout. Your users will easily recognise your brand quickly.

MARKETING YOUR BUSINESS

- Always stay true to your brand by building your audience, building relationships and staying consistent.
- Consistency is key to branding. Consistently post and be your authentic self. Build a relationship with your followers. Always use the same types of imagery, colours and fonts so your customers instantly recognise you and you become the forefront of your customers minds when they are ready to purchase or use your services.

BRAND VISUALS

Checklist

Your business needs a lot of design work to make it stand out and wow your dream clients. It is definitely more than just a logo and consistency is everything. So tick off the things you have and what you will need for your business.

VISUAL IDENTITY

- Logo
- Logo Variations
 - Submark
 - Secondary Logo
 - One Colour Logo
- Brand Colours
- Typography Suite (fonts)
- Mood Board
- Brand Style Guide
- Brand Patterns & Imagery

IMAGERY

- Professional Brand Photos
- Professional Stock Photos
- Illustrated Patterns
- Icons
- Illustration Graphics

ONLINE

- Website
- Email Signature
- Email Newsletter Template
- Social Media Templates
- Social Media Icons
- Blog Graphics
- Avatar Image
- Web Banners
- Banner Adverts

PRINT

- Business Cards
- Letterhead
- With Compliments
- Brochures
- Flyers
- Worksheets
- Swings Tags
- Postcards
- Note Pads
- Thank You Cards
- Packaging
- Catalogues
- Price List
- Presentation Folders
- Branded Wrapping Paper
- Stickers
- Posters
- Signage
- Invoices

PROMOTIONAL

- Calendars
- Note Pads
- Shirts
- Pens
- Magnets
- Coffee Mugs
- Desktop Planner

If you want to discuss your branding and marketing, contact me today as I would love to work with you.

2023 MONTHLY PLANNER

MONTH _____

Goals

- _____
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- _____

Important Dates

Notes

My Daily Goals

1. _____
2. _____
3. _____
4. _____
5. _____

Notes

SOME DESIGN SERVICES I OFFER

Custom Branding

www.wildseeddesign.com.au
www.instagram.com/wildseeddesign



Premade Logos

www.wildseeddesign.com.au
www.etsy.com/au/shop/WildSeedDesign



Custom Portraits

www.instagram.com/wildseedillustrations
www.etsy.com/au/shop/wildseedillustration



Digital Wall Art

www.instagram.com/wildseedwallart
www.etsy.com/au/shop/wildseedwallart



Look out for my *Spring* Magazine issue
OUT IN SEPTEMBER

Wild Seed DESIGN

Botanical-blessed branding
for wild women ready to grow!

If you are wanting to work together,
send me an email to book in your
free 15 minute call.



kim@wildseeddesign.com.au



www.wildseeddesign.com.au



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