

DIY Marketing Starter Kit

Look Professional. Communicate Clearly. Launch Loud — Even on a Budget.

You don't need a marketing agency or a full design team to launch with confidence. This starter kit gives you the core templates, tools, and structure to show up online — professionally and consistently — from day one. Perfect for founders who are bootstrapping but still want to build something that looks legit.

1. One-Page Brand Guide

Use this to define and stick to your brand's core identity.

Section	Example (Edit Yours)
Brand Name	The Purposeful Entrepreneur
Tagline	Build Bold. Stay Scrappy.
Mission	Help founders build smarter with real tools.
Tone of Voice	Friendly, honest, no fluff
Colors	Primary: #2C3E50, Accent: #E67E22
Fonts	Heading: Montserrat, Body: Open Sans
Logo Usage	Use light version on dark backgrounds
Avoid	Overusing jargon, fake urgency

2. 10 Social Media Post Templates

(Make these in Canva or copy to Google Docs for editing.)

1. Launch Announcement

“After months of grinding... it's live! 🎉 [Name of product] is now available. Check it out ➡️ [Link]”

2. **Founder Story (Why I Started)**

"I started [business] because I kept running into [problem]. I figured others were too. Here's what I built..."

3. **Behind-the-Scenes**

"Startup life isn't always pretty. Here's what my day really looks like while building [project name]."

4. **Before & After (or Problem & Solution)**

"Before: [pain point]. After: [how you help]. That's what we're here for. 🏠"

5. **Customer Win**

"One of our first users just [achieved outcome]! Huge congrats to [customer name, if allowed]. Here's how they did it..."

6. **Mini Tutorial or Tip**

"Struggling with [common issue]? Here's a quick tip that might save your day..."

7. **Quote Post**

"'The way to get started is to quit talking and begin doing.' – Walt Disney
That's the energy we're bringing this week. 📌"

8. **Call to Action (CTA)**

"Need help with [problem]? We're taking on 5 early clients this month. DM me or head to [link] to apply."

9. **User Feedback/Testimonial**

"Feedback like this keeps us going:
'[Quote from user]' — [First name]"

10. **Milestone/Progress Update**

"Big milestone today: [hit 100 users, first sale, launched V2, etc.] Thanks to everyone supporting this journey."

3. Email Welcome Sequence (Copy-Paste)

Email 1 – Welcome

Subject: You're in – here's what to expect

Hi [First Name],

Thanks for signing up! I'm [Your Name], the founder of [Business Name]. I'll be sending you helpful tools, ideas, and early access to what we're building.

In the meantime, here's one resource I think you'll love: [Link]

Talk soon,

[Your Name]

Email 2 – Value Drop

Subject: One of our most downloaded tools

This one has helped dozens of founders avoid common startup traps.

It's called [Tool Name] – and you can download it free right here: [Link]

Let me know what you think! Just hit reply.

Email 3 – Call to Action

Subject: Ready to take the next step?

If you're building something and want tools, support, or to bounce ideas — I'd love to help.

We're accepting early users/clients for [Product/Service Name].

Grab your spot or learn more here: [Link]

Cheers,

[Your Name]

4. Bio & Elevator Pitch Templates

Use these on your website, LinkedIn, or pitch decks.

Short Bio (1–2 sentences)

I'm [Name], the founder of [Startup]. I help [target audience] solve [core problem] with [your solution].

Example:

I'm Jane, founder of Launchly. I help small business owners build websites that convert — without needing to code or design.

Elevator Pitch (30 seconds)

We're building [product/service] for [target customer] who struggle with [key pain point].

Unlike [competitor or status quo], our solution [key benefit].

We're currently [status or ask].