From: **Ashley Wyatt I Monarch Design Co.** hello@themonarchdesign.co
Subject: How is it already February?! 😳
Date: February 1, 2022 at 1:58 PM
To: jessieborsellino@gmail.com

It's already the *second* month of 2022 — can you believe it?! As we welcome February, this newsletter is dedicated to some tips to set yourself up for success as you tackle the month ahead — from setting up a routine to productivity hacks — your last chance to book day rates and branding projects, my latest branding and fonts faves that will make you swoon and how to prepare for everyone's favourite time of year: *tax season* 💸💸💸

reserve your spot today!

We only have ***one space*** remaining for our day rates for February and we are letting you lock this in before we raise our prices for 2022 — so if you're looking for a way to elevate your small business this month without investing in a full custom branding experience, let's work together to undergo a single day metamorphosis for your brand ✨

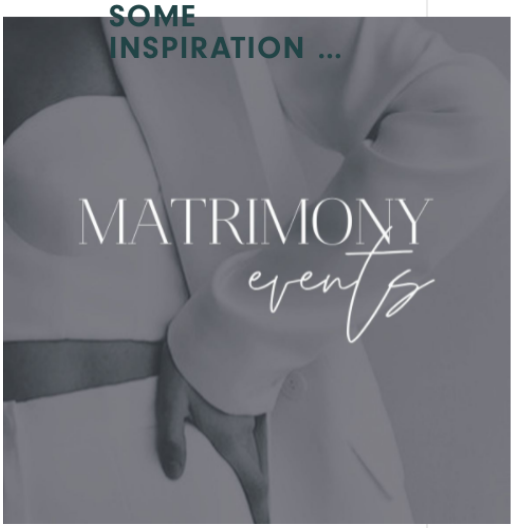
ENTER THE CREATIVE COCOON

FOR A MORE TAILORED APPROACH TO YOUR BRANDING, WE'RE

now booking for march 2022!

As we enter into spring — the month of transformation — kickstart the season with branding that uniquely reflects your story so you can truly stand out and start attracting your dream clients! Spots are limited, to reserve your booking to breathe new life into your brand 💫 Remember, you'll receive 100 complementary business cards if you book with us before April 2022: talk about spreading the L O V E !

LET'S START WITH SOME INSPIRATION ...



FLIP THROUGH OUR FAVOURITE

before & afters

Starting off with some inspiration to motivate you to take flight this February, I shared all of my *favourite* brand transformations of 2021 as you soar into the year ahead. These before and afters truly show the power of branding as the #1 tool to tell your story and attract your dream clients. I'm so grateful to have worked with all the *amazing* small businesses on this list shine even brighter!

SWIPE THROUGH THE BEFORE & AFTERS

WE'RE FONT *FANATICS! HERE ARE OUR*

font faves of the month

Every font expresses a unique vibe, channels a different emotion and tells a story, so finding a font that represents your brand is a *big* part of creating a brand. But with so many fonts out there, it can be a challenge to choose the perfect one for you. If you're overwhelmed by all the options, I've got you covered! I rounded up my *favourite* sans serif fonts — which one suits your brand the most?

SEE MY FAVOURITE FONTS IN ACTION

AS YOU MAY HAVE NOTICED FROM THE BEFORE & AFTERS ...

✨ NOW THAT YOU'RE FEELING INSPIRED ...

FOLLOW ME ALONG A DAY IN MY LIFE:

entrepreneur edition

As an entrepreneur, having a routine that sets you up for success so you're ready to take on whatever this month brings is the key to achieving goals and feeling productive! I like to begin my day with future self journaling, my gratitude journal, juicing to fuel me for whatever the day brings, some self-care,

working out, and of course, coffee ☕
What do *you* do to make sure you have an amazing day?

START YOUR DAY WITH ME

SLAY YOUR DAY WITH MY

top 3 productivity tips

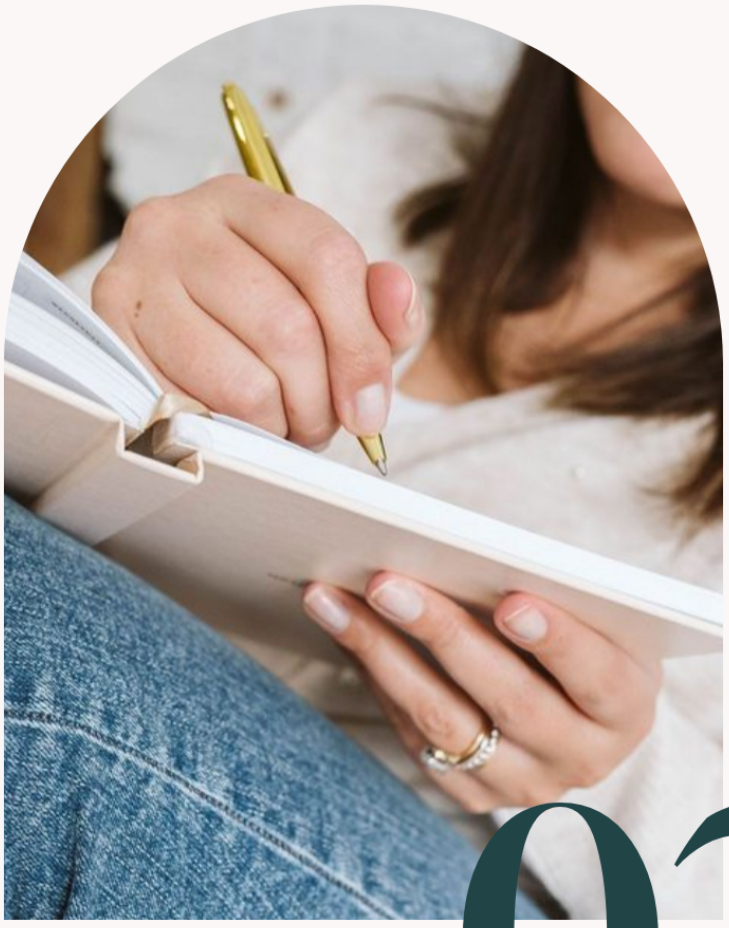
As an entrepreneur, you wear *many* hats – so it can be hard to keep on top of everything so you can tick off all those to-do's. In the latest episode of The Self Made Life podcast, I shared my top 3 productivity hacks that help me juggle it *all*. From client journey to getting *real* about your schedule, I talk about all the tools you need to manage your time and availability 💪

LISTEN NOW

SO NOW THAT YOU'VE GOT YOUR MORNINGS ON LOCK ...

SMALL BIZ

tip of the week



02

ORGANIZING YOUR FINANCES

Keeping on top of your finances is one of the most important things you can do for your business — but also one of the most intimidating. Don't fret! I'm here to help with expert tips for keeping on top of your books and hitting your financial goals 💸 Not sure where to start? We interviewed my amazing bookkeeper Jessie from

Boost Bookkeeping. **Listen HERE!**

1. The *first* thing you should do if you're just starting out your venture is to register your business if you haven't done so yet!

2. Once you register your business, head straight to the bank and open up a separate bank account *just* for your business. As a business owner, tax season can be overwhelming — but it doesn't have to be. One of my tips for getting through your taxes with as little stress (and mess) as possible is to open up a separate business account. If you don't keep *everything* separate, you will be lost in paperwork — trust me!

3. A bookkeeper is an ess*ential*, or at least an accountant — especially if you're not comfortable with managing small business finances. Find an accountant in your area that will make navigating this side of your biz much more clear and CRA-compliant! Like an accountant, a bookkeeper is also a wonderful asset to help you with all things finance — so look for one that you know and trust if you're in need of some extra support. Building a business takes a village, so if you're more comfortable on the creative side and aren't so fond of the finances, leave it to the people that do it best and thank me later!

4. Keep your business receipts organized and stored in a safe place. There is lots of software, including Dext (formerly Receipt Bank), to help you keep track of your receipts and make sure you hold onto the files you need to be CRA-compliant!

5. When it gets into the nitty gritty of running the financial side of your biz, I interviewed certified bookkeeper Jessie Manuel of Boost Bookkeeping on The Self Made Life podcast where she provides financial advice for running your small business, details to consider to be compliant with the CRA and answers on all things bookkeeping!

Please remember that this is not legal advice and is geared specifically toward business owners in Ontario, Canada. Please contact your certified professional bookkeepers, CPA, accounts and lawyers in your area for tailored advice!

LISTEN HERE

ashley

Freebie Alert

Grab your FREE DIY

brand colour guide

I was going to wait to share this next week but I was so excited to wait! Enjoy!

DOWNLOAD HERE

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