Create Beautiful Business Boards

Elevate your business with chalk signs

Hey hey!

I am so glad you're here and I hope you're ready to dominate any chalkboard put in front of you!

I want you to have the best boards in town & get noticed in a new, creative, unique way!

Since you've purchased, you automatically have access to this content forever (and I will be updating as I learn or find new supplies).

I've always admired lovely chalkboards in restaurants and trendy spots around town, but never imagined I'd start creating my own (AND getting paid for it).

You're bound to get inspired in this course whether you're:

- a business owner who wants to make extra sales
- a bored (or creative) employee at a business with chalkboards*
- a chalkboarder who just wants to learn my chalkboarding secrets!

*if your business isn't utilizing chalkboards, you're missing out!

Are you ready to begin??

~Whitney

If you are viewing this PDF on printed pages, you will find some links as QR codes. If you want to visit the URL, hover your smartphone camera over the QR code, and the page should open up. If you're looking at this book on your phone or device, just click the links to open. Try it!

Contents

LEVEL 1

Get Ready!

Goal

The goal of "Create Beautiful Business Boards" is to help you create professional looking chalkboard signs for advertising your business or restaurant.

Even if you have no artistic or previous design experience, you'll learn how to create one of a kind chalkboard of any shape, size, or purpose.

Questions We'll Answer

1. How can I make my business stand out?
2. How do I know what message to put on a chalkboard sign?
3. How can I create a board that will act like an extra employee?
4. How can I design a board when I lack creativity?
5. How can I create a clear, readable message even though my handwriting is awful?

We'll go through the exact process I use to create chalkboards:

- the importance of messaging and layout
- how I create my designs online for free
- how to transfer them to your own board, and
- simple techniques to take your board to the next level.

How to Use

The course videos & material can be found at chalkright.com/courses/enrolled. After signing up, you'll get access to course materials, videos & all of the updates added.
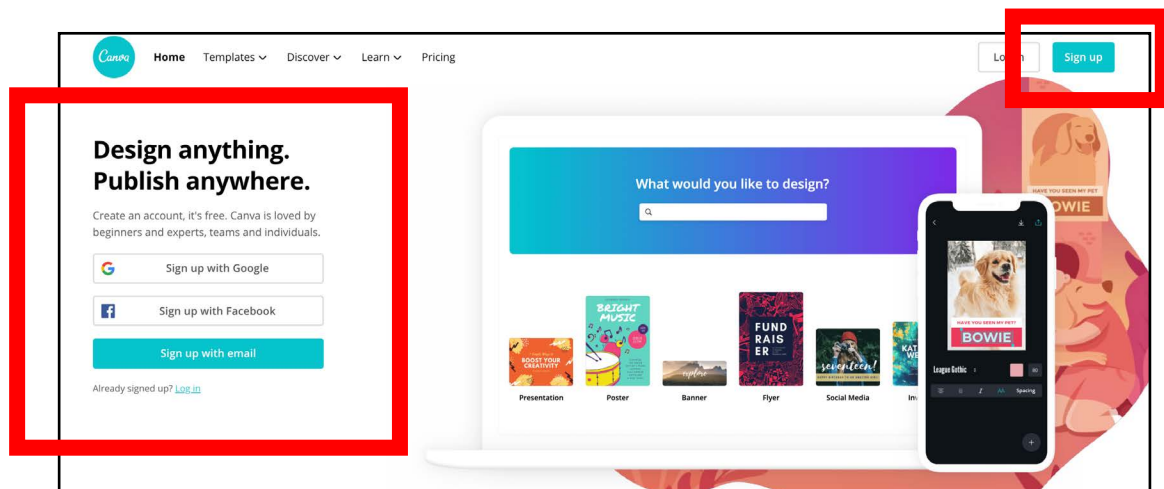
This course includes:

- this PDF guide with information and worksheets
- exclusive how-to videos
- Canva "Hub" files
- inspiration albums
- my shared Canva templates

What You Need

I recommend you print the book and use a pencil, pen and highlighter. But really, any writing utensil will work!

You will need the free version of Canva to go through the Design level of this course. I will walk you through how to use the tool, just make sure you sign up with an account before starting to design. Sign up at Canva.com.

Terms to Know

I don't use too many technical terms in this course, but if you're unfamiliar with any terms I use, it's probably listed here:

- **Boards** - Anytime I use the word board, I'm referring to chalkboard.
- **Canva** - an online design platform where we'll be designing signs before we transfer them to a chalkboard.
- **Elements** - The different puzzle pieces to your sign design. (E.g. Your heading text, your secondary text, object art, logos.)
- **Emphasizer** - Usually referring to text or fonts. Use emphasizers (all caps, bold, underlines) to change up the look of important text in your designs.
- **Heading Fonts** - One chosen font that has "personality" that will be the font used for the main heading words.
- **"Hub" files** - Canva files I've created free for you to use as reference when creating your own sign designs. I've pulled my favorite fonts, objects, and banners to help make the design process a breeze.
- **Object Art** - Think "clip art" from the 90s. This is any doodle or drawing that goes on your board. I try to stick with doodles that don't require many lines or details.
- **QR Codes** - The black and white boxes with a W in the middle that help to open webpages on your smartphone without manually typing in a link. If you have printed the workbook, hover your smartphone camera over the code to automatically open the link.
- **Secondary Fonts** - The main font used on 90% of the words of your sign. Typically can be drawn with one stroke per letter, and is Sans Serif. This font should also be easy to read.
- **Sign Role** - One main purpose of the sign.

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Why Chalkboards?

Chalkboards create a unique, authentic touch for your business, and you can send any message you want to a customer or a potential customer. The messaging is easy to change as offers change, and once you learn what tools to use, the ease and beauty of a professional chalkboard sign, you'll be addicted!

Chalkboards not only help local business, they can help elevate a brands social media presence. As a business, take a picture and share online whenever you change out your board. Or you can post a picture daily of your "Specials" board.

You can spread the message far and wide through Facebook or Instagram with just a picture (or video).
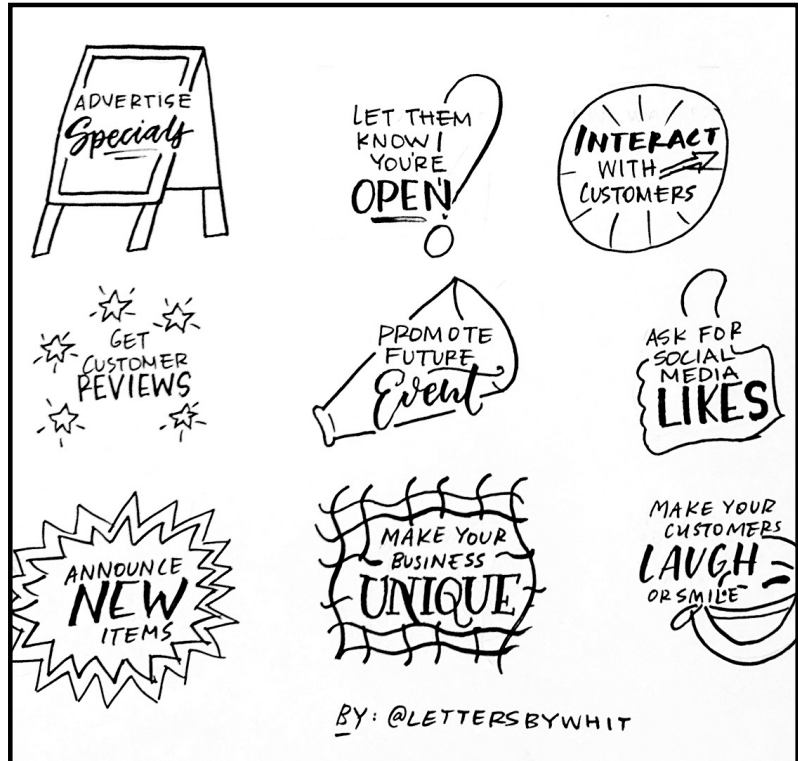

If you don't share pictures online, get your customers to do the sharing!

Create a chalkboard that speaks to your ideal customer. Add witty phrases or relevant and trendy topics to your board. Include a hashtag, username or social media icon to encourage customers to share!

9 Chalkboard Ideas

Here's 9 ways that you can use a chalkboard to help your business:

1. Showcase new products, new promotions, and specials.

2. Inform foot traffic you're open and ready for business. Invite customers into your shop even if they never knew you were there before.

3. Create interactive signs, whether a "spin-to-win" type sign or a sign begging to be "selfied" with!

4. Boost your online ratings by asking for or posting customer reviews.

5. Tailor chalkboard signs to local events and take them with you. Or inform customers of upcoming events.

6. Ask for social media "Likes" & "Follows."

7. Announce new or hard-to-find items.

8. Chalkboard signs can add a human touch & share your brand image with those who are unfamiliar.

9. Make your customer laugh or smile. Funny signs are often shared on social media without even asking! Add a funny quote or picture that will draw your customers attention.