

TINY PANDA

Graphic Artists Ltd

FREE GUIDE · v1.0

The Small Business Growth Plan.

Seven steps to more customers, more revenue, and less hassle. Written for the small business owner who'd rather get on with it than read another marketing book.

WHO IT'S FOR

Sole traders, founders, owner-operators and small teams (up to ~20 people) who want their website, app and tools actually working for them.

HOW TO USE IT

Read it once cover to cover (20 minutes), then come back to each section as you work through the questions. Use the worksheet boxes — they make the difference.

WELCOME

Before you start.

This guide isn't a brochure. It's a working document — seven short sections, each one a step you'll actually need to take if you want your small business to grow.

The structure mirrors how we work with our clients: who you are, who you're for, the tools that get you there, how you'll be seen, what it looks like, what it earns, and what we'll actually do.

Most business advice gives you principles and leaves you to apply them. This one asks you the actual questions — the ones that, once answered, become the brief for everything that follows.

Fill the worksheets in as you go. Bullet points are fine. Honesty matters more than polish. When you're done, you'll have most of the brief a developer or agency would need to quote you accurately — and most of the strategy a marketing team would need to start work.

If you'd like the personalised version that does the thinking with you, visit tiny-panda.app and choose 'Build my plan'.

THE SEVEN SECTIONS

- 1 Brand & Identity**
Who you are, why customers should care
- 2 Strategy & Audience**
Who you're for — and who you're not
- 3 The Tools That Get You There**
The right toolkit, not the trendiest
- 4 Marketing & Reach**
How customers find you
- 5 Layouts & Prototypes**
What customers see, click, buy
- 6 Build & Rollout**
Making it real, with numbers
- 7 Execution & Scope**
What we'll do, what it costs, when it happens

05

SECTION 5 OF 7

Layouts & Prototypes

What customers see, click, buy.

WHAT IT MEANS

The bit customers actually touch is the website, the app, the booking page, the email. It's where strategy meets reality. Designing this carefully — wireframes first, then layouts, then build — saves enormous time and money compared with the alternative of building and rebuilding. Most rebuilds happen because no one prototyped first.

KEY QUESTIONS TO ASK YOURSELF

- Walk through your customer's journey from first search to final purchase — in steps.
- Where are the friction points (forms too long, signup too clunky, payment too scary)?
- What would the perfect version of each step look like?
- Which single screen would you redesign first if you could?
- What references / competitors do you think do this part well?

WORKSHEET — YOUR NOTES

A large area of horizontal dotted lines for taking notes.

WHAT NOW?

Now make it real.

You should now have, roughly: a clear sense of who you are, who you serve, what you'll build, how you'll be found, what it'll look like, what it'll earn, and what needs to happen next.

That's most of the brief any agency, developer or marketing team would need. It's also a sharper version of your own thinking — which is the more valuable bit.

If you want our help turning the answers into actual websites, apps, AI tools, automations and campaigns: that's what Tiny Panda does. We're not a brochure agency; we're a small studio that's spent years building exactly the kind of work this plan calls for.

Want the personalised version?

Answer the same questions on our site and we'll send your custom plan back, with notes.

→ tiny-panda.app/plan-builder

ABOUT TINY PANDA

Tiny Panda Graphic Artists Ltd is a Cheshire-based digital studio building websites, web apps and AI tools for small UK businesses. Established 2017. Sole developer working with a 320-strong contractor network for larger projects.

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**More customers.
More revenue.
Less hassle.**

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