

# THE ULTIMATE BRANDING CHECKLIST FOR YOUR BUSINESS

- ✓ **CLEAR MISSION:** Find your why.
- ✓ **NICHE/INDUSTRY:** Identify your strengths and find your area of focus.
- ✓ **TARGET AUDIENCE:** Identify specifically who your audience is, what their needs are, and the best way to connect with them.
- ✓ **BRAND VALUES:** Determine how you will do business and stay true to those values you set.
- ✓ **BRAND BOUNDARIES:** Know when to say no to something that doesn't fit your brand.
- ✓ **BRAND MESSAGE:** Ensure you are communicating your message across all platforms.
- ✓ **CUSTOM DOMAIN:** Secure a custom website url for your business.
- ✓ **CUSTOM EMAIL ADDRESS:** Get a personalized email address with your domain name.
- ✓ **MAIN LOGO:** Design a high-quality, simple logo that will be the primary logo for your business.
- ✓ **LOGO VARIATION:** Design a slight variation of your main logo to expand your brand.
- ✓ **SUBMARK:** Design a smaller variation of your logo to use as a favicon, profile pic + watermark.
- ✓ **WEBSITE:** Design a website that is effective in achieving your top business goals.
- ✓ **BUSINESS CARDS:** Order high-quality business cards that have a clear call to action.
- ✓ **SOCIAL MEDIA:** Set up all necessary accounts and create branding materials for each profile.
- ✓ **CREATIVE WORKSPACE:** Find or design a space that inspires you and reflects your brand.
- ✓ **PHOTOGRAPHY STYLE:** Stay consistent with the style, props and filters you use for your photos. Establish an Instagram theme.
- ✓ **PROFESSIONAL HEADSHOTS:** Humanize your brand with professional photos of yourself.
- ✓ **FONT STYLES:** Pick two or three fonts/font styles to use consistently throughout your brand.
- ✓ **BRAND PERSONALITY:** Pick characteristics for your brand that your audience can relate to.
- ✓ **BRAND COLORS:** Choose a palette that plays to the emotion you want your audience to feel.





# THE ULTIMATE BRANDING CHECKLIST FOR YOUR BUSINESS

- ✓ **BLOG POST GRAPHIC:** Create a branded template for your blog posts.
- ✓ **EMAIL TEMPLATE:** Use a branded email template to directly communicate with your email list.
- ✓ **COMMUNITY:** Engage with your audience and build genuine relationships.
- ✓ **COMPETITORS:** Identify the competitors in your industry and differentiate yourself.
- ✓ **BLOG STRATEGY:** Determine which topics you will cover and how often you will publish posts.
- ✓ **CONTENT STRATEGY:** Set a business goal and plan all of your content to achieve that goal.
- ✓ **BRAND LANGUAGE:** Find your brand voice and learn to communicate with your audience in an authentic, relatable way.
- ✓ **BRAND STORY:** Share your journey.
- ✓ **BRAND BALANCE:** Find the perfect balance of personal and professional within your business.
- ✓ **WRITING STYLE:** Discover a style of writing blog posts, web copy, newsletters, comments, etc.
- ✓ **EMAIL SIGNATURE:** Create an email signature that includes your logo, contact info, and links.
- ✓ **BRAND BUZZ WORDS:** Sum up your brand using three key words.

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COMPLETE YOUR BRAND?**

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