

A hand is shown holding a wooden block with the letter 'B' on top of a stack of four wooden blocks that spell out 'BRAND'. The blocks are light-colored wood with black letters. The background is a plain, light-colored wall.

B

R

A

N

D

Branding Checklist

**TOOLS TO HELP YOU
DETERMINE YOUR BRAND &
TARGET YOUR AUDIENCE**



BRANDING CHECKLIST

Things you will need:

BRANDING

- Main logo
- Secondary logo for social media
- A well-written bio filled with your personality
- Awesome & professional photos of you
- Mini bio for guest appearances
- Media kit
- Brand style guide that includes:
 - Brand colors
 - Brand fonts
 - Brand statement
 - Brand graphics

WEBSITE & BLOG

- Content plan for your website
- Clearly defined services & products
- Branded product packaging

SOCIAL MEDIA

- Choose Social media accounts that are in line with your brand's purpose & audience
- Social media tagline
- Social media image templates

BUSINESS PLANNING, NETWORKING & FOLLOW-UP

- Business plan
- Monetization plan
- Promotion + growth plan
- Business cards
- Notecards + thank you cards (for product shipments)

On the following pages, you will find prompts to help you find your target audience, niche, mission, brand values and many more items that are important to determining your brand.

BRANDING CHECKLIST

Mission: Describe what your company wants to do now. Having a clear mission will help you stay on track in your business

Vision: Identify what your company wants to do in the future. What are your future aspirations?

Promise: Deliver the value your customers expect from your brand. Define the promise you will deliver to your customers. mission will help you stay on track in your business

USP: Know your Unique Selling Proposition and distinguish yourself from the competitors. It's about what you will deliver and how you do so.

Brand Values: Determine the core values you believe in your brand. Be true and clear on what your brand stand for.

Competitors: Identify your competitors. Learn from their strengths and identify what makes you different.

Target Niche: Define your niche such that you will have a clearer focus when creating products and marketing your brand.

BRANDING CHECKLIST

Target Audience: Identify your ideal customers or client types. Knowing your target audience well allows you to better find, connect with and serve them.

Content Strategy: List out blog post ideas, Instagram stories and other social media contents. Stay focused within your niche.

Blog Strategy: Create a blogging schedule. Determine how often you can publish a new post. A well planned blog strategy sets the pace for your brand.

Email List Collect emails for your blog or brand. Send newsletters, blog article reminders, updates and more.

Domain: Purchase your domain. Secure the URL for your business website.

Business Email Address: Create a business email to handle customer inquiries. A branded email will instill greater confidence in customers' needs.

BRANDING CHECKLIST

Website: Launch your own website. A professional website will help convert your leads into genuine customers.

Logo: Choose your logo wisely. It will be an anchor of your brand as it will be one of the most memorable parts of your brand.

Color Palette: Use a unique color palette. This will offer consistent vibe to your brand. Apply the same color palette consistently across various online platforms.

Fonts: Stick to the same font size and font family. This helps create a smooth, consistent look. Select matching fonts that stay true to you.

Mood Board: Create a mood board that sets the mood and style of your brand. It can include fonts, textures, images, etc.

Business Cards: Creating a great business card can help you market your brand. An effective business card design has a clear call to action.



Remember, the point is to be able to discover and execute your brand and business plan without feeling overwhelmed by the thought of even sitting down to start. Find some room to breathe and use these convenient checklists to help guide you and get your ideas flowing!

I hope you found this series helpful. Let me know how things are going for you! Stop by my [Facebook Page](#) or say hello on [Instagram!](#)

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