

# Your branding checklist <sup>1/2</sup>

Clarity, consistency, congruency



Every sustainable business needs a clear brand that attracts their ideal customers by differentiating them from their competition. A clearly defined brand, will help you communicate your brand story and establish the credibility of your business.

A brand vision guide will clearly articulate your mission and your vision to accomplish that, why you're the business to do that and for whom. Creating this clear foundation means decisions are easier. You save time, stress, money and energy as you align your actions with your purpose, values and goals.

Before you can create a successful brand, you need to establish what your goals are.

I have 1—2 clearly defined brand goals with which to measure the success of my branding efforts

1 \_\_\_\_\_

2 \_\_\_\_\_

The brand goals I have chosen are realistic and relevant to my business

My brand goals are achievable within a reasonable period of time

Start date \_\_\_\_\_ End Date \_\_\_\_\_

The purpose of this checklist is to help you audit all the places your brand exists and use it to make sure you're building a strong brand that has all the essentials covered, aligned with your business strategy and goals. Make your way through the list and tick the items that you have fulfilled.

- Cross out anything that is not applicable to your brand - delete the distractions
- Highlight or circle any high-traffic touchpoints

Now before you go checking off what's left like a sprinter on speed, ask yourself some questions for what's left, prioritising those highlighted items

1 Which activities consistently move me closer to my business and brand goals?

2 What can I do more of? less of?

3 Can I automate, systemise or template this?

4 Would it be better business to delegate this?

4 What and where are the gaps, inconsistencies, distractions?

6 What's working well? Am I optimising this? Is this what I love to do, what I am great at and aligned with my mission and vision?

Use the space to the right to make notes on what needs to be updated or refined. You can also use this worksheet to help you decide which tactics you can add or omit to your brand and even use it as a checklist to know what you need to delegate.

The brand 'spaces' listed are comprehensive and the most usual touchpoints, Don't be overwhelmed. Check 1 area a week and do what's needed or what you can. In start up you'll only have a few of these covered. Larger businesses will have more systems, have a broader reach and will have items in place. Remember businesses and brands like their owners evolve, so use it as a guide, rather than a rulebook.

I hope you find the checklist helpful! Let me know if you do and if you need help you can find me here Please use as you like, but here's where I suggest to get you started:

# Your branding checklist 2/2

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## YOUR BRAND PLATFORM

- Business name \_\_\_\_\_
- Logo \_\_\_\_\_
- Colours \_\_\_\_\_
- Fonts \_\_\_\_\_
- Tagline \_\_\_\_\_
- Positioning Statement Brand Story \_\_\_\_\_
- How to Work with Me steps \_\_\_\_\_
- Other \_\_\_\_\_
- And \_\_\_\_\_

## WEBSITE PAGES

- Home \_\_\_\_\_
- About \_\_\_\_\_
- Services / Offerings / Product \_\_\_\_\_
- Portfolio / Gallery \_\_\_\_\_
- Contact \_\_\_\_\_
- Other \_\_\_\_\_
- And \_\_\_\_\_

## IN PERSON, IN REAL LIFE

- Trade shows \_\_\_\_\_
- Workshops \_\_\_\_\_
- Conferences \_\_\_\_\_
- Presentations \_\_\_\_\_
- Personal style \_\_\_\_\_
- Other \_\_\_\_\_
- And \_\_\_\_\_

## IMAGERY/PHOTOGRAPHY

- Headshots \_\_\_\_\_
- Candid working shots \_\_\_\_\_
- Product / Service shots \_\_\_\_\_
- Conceptual shots \_\_\_\_\_
- Brand promo video \_\_\_\_\_
- Other \_\_\_\_\_
- And \_\_\_\_\_

## ENVIRONMENT/SPACE

- Physical Space (fixtures, form, layout, etc) \_\_\_\_\_
- Decoration (fittings, texture, mood, etc.) \_\_\_\_\_
- Feel (smell, sounds) \_\_\_\_\_
- Exterior signage \_\_\_\_\_
- Interior signage \_\_\_\_\_
- Other \_\_\_\_\_
- And \_\_\_\_\_

## DIGITAL RESOURCES, TEMPLATES

- eBooks \_\_\_\_\_
- eCourses \_\_\_\_\_
- Downloadable worksheets \_\_\_\_\_
- Newsletter template \_\_\_\_\_
- Newsletter welcome sequences \_\_\_\_\_
- Email signature \_\_\_\_\_
- Sales / Conversation slides \_\_\_\_\_
- Webinars \_\_\_\_\_
- Presentations \_\_\_\_\_
- Virtual summits \_\_\_\_\_
- Online advertising \_\_\_\_\_
- Other \_\_\_\_\_
- And \_\_\_\_\_

## SHOWING UP, SHARING, SOCIAL MEDIA and ...

- Blog \_\_\_\_\_
- Podcast \_\_\_\_\_
- Facebook \_\_\_\_\_
- Twitter \_\_\_\_\_
- Instagram \_\_\_\_\_
- Pinterest \_\_\_\_\_
- Snapchat \_\_\_\_\_
- LinkedIn \_\_\_\_\_
- YouTube \_\_\_\_\_
- Live Streaming/Stories \_\_\_\_\_
- Other \_\_\_\_\_
- And \_\_\_\_\_

## PRINT

- Business cards \_\_\_\_\_
- Letterhead / Envelopes \_\_\_\_\_
- Postcards \_\_\_\_\_
- Posters \_\_\_\_\_
- Folders \_\_\_\_\_
- Brochures \_\_\_\_\_
- Books \_\_\_\_\_
- Product packaging \_\_\_\_\_
- Other \_\_\_\_\_
- And \_\_\_\_\_

## MEDIA AND ADVERTISING

- Brand video \_\_\_\_\_
- Podcast advertising \_\_\_\_\_
- Other \_\_\_\_\_
- And \_\_\_\_\_