

BRAND CHECKLIST

WHAT DO YOU ALREADY HAVE THAT YOU LOVE? CHECK 'EM OFF!

RECOMMENDED FOR A STELLAR BRAND PRESENCE:

- Main LOGO
- Secondary LOGO FOR SOCIAL MEDIA
- avatar (PICTURE OF YOURSELF) FORMATTED FOR SOCIAL MEDIA & BLOG CONTENT
- a PERSONALITY FILLED & WELL WRITTEN BIO
- PROFESSIONAL & SUPER AWESOME PHOTOS OF YOURSELF
- a mini BIO FOR GUEST APPEARANCES OR YOUR SIDE BIO
- a MEDIA KIT THAT GETS PEOPLE EXCITED
- Business cards
- note cards & THANK YOU cards
- Brand COLOURS
- Brand FONTS
- Brand STATEMENT
- Brand GRAPHICS
- WEBSITE & BLOG
- SOCIAL MEDIA ACCOUNTS INLINE WITH YOUR BRAND'S PURPOSE & AUDIENCE
- BLOG POST IMAGE TEMPLATE
- a SWEET SOCIAL MEDIA TAGLINE
- SOCIAL MEDIA IMAGE TEMPLATES
- EXCELLENT PRODUCT PACKAGING
- CLEARLY DEFINED SERVICES & PRODUCTS
- CONTENT PLAN FOR WEBSITE
- Business PLAN
- monetization PLAN
- PROMOTION & GROWTH PLAN
- analytics TRACKING SHEET FOR RECORDING PROGRESS

