



CREATIVE

Branding Checklist

Write down your vision.

Why did you start your business & what do you want it to look like?

What's your brand's personality- get deep in the description.

If your brand was a person who would they be? Who would their best friends be and why? Really think about what you want to create.

Get detailed about your product or service

What are you offering, why is it important?

Research the competition

Really focus on your resources to find out who's out there that is doing what you want to do. Look at their website and social media.

Brand voice

I cannot say enough how important it is to develop your brand voice. Focus on your brand values, brand diction and your audience. Speak to them in a language and way that is true to who you are and in a way they can easily understand.



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Write your one liner.

Elevator pitch. You want to be able to say exactly what you do, what problem you fix and who you help in one sentence. Be concise and clear.

Describe how you want your ideal client to feel when they encounter your brand.

It's all about the feels.

What makes you different?

Figure out your wow factor. What makes you different? Why should your ideal client choose you?

Social media connects

Get those handles. Once you have chosen your name make sure you are checking Instagram and Facebook to make sure those handles are available.

Logo amazingness

Your logo is not your brand, but it's definitely an important part of your brand identity. you can want to make sure you have a simple timeless logo with effective fonts and colors to captivate your audience.