10 Point Checklist for Branding Your Content Upgrade

When you're giving away content, always make sure the person who downloads it knows who you are and how to find you.

Checklist by Denise Wakeman, Your Guide to More Visibility on the Web

- [ ] Your name as author of the content
- [ ] URL for your website
- [ ] URL that links back to the original blog post
- [ ] Links to related content and resources. Where can you link to supporting blog posts and resources.
- [ ] Can you include affiliate links?
- [ ] Call to Action. What's the next logical step for the person to take?
- [ ] Your bio. In 3-4 sentences tell a quick story about who you are, what you do and who you serve.
- [ ] Your professional headshot. This is a key visibility piece and will set you apart as being recognizable around the Web.
- [ ] Copyright info: (c) Your Name. All Rights Reserved. Your Website URL
- [ ] Make it look great! Looks matter so do your best to design your content so it matches your brand.

Learn more at DeniseWakeman.com

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