A Practical Guide To Building Your Personal Brand

Creator Checklist (Software Edition)



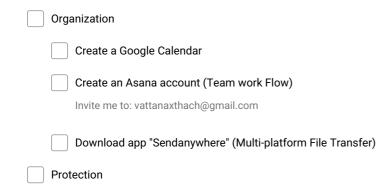
Power Tip: Vision Board

- Health Goals
- Career Goals
- Financial Goals
- Quality Time Goals

Step 1: Define your ART

- CONTENT: Define the art forms you will be creating?
- SERVICES: What services will you be providing?

Step 2: The Backbone To Your Success



Download app "Forms by Legalshield" (Free Legal Contracts for protection)
Create Liability Protection Forms for children & adults
Create Media Release Forms for children & adults
Free Creative Apps & Sites
Canva
Streaming
Download Desktop app - Open Broadcast Software (PC Streaming & Screen Recording)
Make Restream.io account (Stream to multiple platforms at once)
Download OBS.Live (Complete Streaming Package)
Download Here: https://streamelements.com/obslive

Step 3: Social Platforms - Top Of The Funnel

Social Media	
Byte	
Facebook + Professional Facebook	
Instagram	
Linkedin	
Pinterest (Optional)	
Snapchat	
Twitter	
Tik Tok	
YouTube	
Streaming Platforms - Optional	
Facebook, Instagram, Periscope (Twitter), Tik Tok, YouTube	
Twitch	
Mixer	
YouNow	
NimoTV	
D. Live	
Writing Platforms - Optional	
Medium - Blogging + Earn \$	
Tumblr	
Wattpad	

Tumblr
My Podcasting Host Recommendations - Optional
Option A: Whooshkaa
Free + Multiple Shows + 200mb upload size
Option B: Anchor
https://anchor.fm/
Free + One Show + Unlimited Upload Size + Accept Monthly Recurring Donations + Mobile App
Option C: Pinecast
https://www.pinecast.com/
Free + Premium Option
Why would you want to pay for podcasting? Because the platform will not have to be at the mercy of advertisers to keep their platform alive like the two options I mentioned above.I chose pinecast because the basic package is affordable and you can have multiple shows on it.
Other Platforms To Consider - Optional
Webtoon (Original Web comics)
Imgur
DeviantArt (Original Art)
Additional Platforms To Consider For Social Engagement - Optional
Amino - Fandoms
Reddit
Viki - Video Streaming Platform
Crunchyroll - Anime Streaming Platform
Step 4: Social Platforms & Tools - Middle Of The Funnel
Band - Make your own group
Discord - Make your own server
Facebook - Make your own group
Facebook Messenger (Business Page)
Mailchimp (Bulk Email)
Texting (Don't currently have any recommendations)
Step 5: Sales Tools - Bottom Of The Funnel
Sales + Inventory + Subscriptions

Squareup (Free Online Booking Service)

Sign up here: https://squareup.com/i/VATTANATH1

	Stripe
	Paypal
Con	nmunity Builders w/ \$ features
	Patreon (Multiple Subscription Services)
	Here's an invite link - https://patreon.com/invite/rpjbo
	Ko-Fi (Donations + Commissions + Recurring Donation + Stream Notifications)
	StreamElements (Donations + Stream Overlays + Bots + Stream Notifcations)
Mer	chandise - Zero Cost Print On Demand Fulfillment Options
	A.) Printful
	B.) Printify
	C.) Redbubble
	D.) TeeSpring
	E.) Zazzle
	F.) Society6
	G.) DesignByHumans
	H.) SunFrog
	I.) Threadless
Affi	liate Marketing
	Amazon
	еВау
	For any products or services that you personally use or recommend, check their website to see if they have an affiliate program. Make \$ by having people use your link.

Step 6: Content Strategy Part 1 - Top Of The Funnel

Videos
Macro Video Format
Strong enticing intro. Brand animation. Introduction. Community shout out(s) Introduce the focus. Affiliate/ Sponsor/ service/ product/ announcement insert. Call To Actions. Thank yous.
Social Platforms Distribution
Micro Video Format
Social Platforms Distribution
Determine Frequency + Release Times
Podcasts

	Macro Podcast Format
	Strong enticing intro. Brand music. Introduction. Community shout out(s) Introduce the focus. Affiliate/ Sponsor/ service/ product/ announcement insert. Call To Actions. Thank yous.
	Micro Podcast Format
	Social Platforms Distribution
	Determine Frequency + Release Times
Writ	ing
	Macro Writing Format
	Social Platforms Distribution
	Micro Content Format
	Social Platforms Distribution
	Determine Frequency + Release Times

Step 7: Content Strategy Part 2 - Middle Of The Funnel

	Social Groups - Define a purpose for your group(s)
	Design Formats For Each Platform
	Facebook
	Discord
	Band
	Determine Frequency + Release Times
	Singular Communication - Define a purpose for these mediums
	Design Formats For Each Platform
	Email
	Texting
	Facebook Messenger (Business Page)
	Determine Frequency + Release Times
Ste	ep 8: Content Strategy Part 3 - Bottom Of The Funnel
	Community Apps

	Patreon
	Determine Perks and create a Tiers List
	Ko-Fi
	Streaming Platforms (For Paid Subscribers)
	Custome Emotes etc.

Determine Content Type + Exclusives

Determine Frequency + Release Times of Exclusive or Early Access Content

Step 9: Visual & Audio Branding

	Make or find your own. Pay someone.
	Logo(s)
	Sounds/ Music for intros and breaks
	Banners for social platforms
	Optimize All Social Landing Pages
	Instagram Highlights
	Facebook Featured Photos
	All Top Of The Funnel Social Platforms
	All Livestreaming Platforms: Photos & Links
	All Bottom Of The Funnel Platforms
	All Middle Of The Funnel Social Platforms
	Website
	Personal Recommendation (FREE) - https://Carrd.co/
	Website Alternative (FREE & Simpler) https://linktr.ee
P۵	wer Tin: Timeless Marketing Strategies (

Power Tip: Timeless Marketing Strategies (FREE)

- Power Tip: Aim to bring value intentionally or acknowledge people as humans on social
- Follow tags, subreddits, groups, shows, fandoms, creators that fit your niche/ interests
- Engage in the comments on social media
- Direct message
 - Create Promotion Strategies for enhanced social awareness

Power Tip: Time Management via Google Calendar

- Always Make Time For Self-Care
- Insert time for content creation
- Insert time for digital marketing
- Insert time for IRL marketing
- Weekly meetings w/ partners

Questionairres		
A note from the checklist creator		
I hope this helped. Please share it with others if it did.		
I hope to create different useful checklists and websites in the future		
that relate to different creative industries		
saving money (Cell Phone Plans, Auto Coupon, Good Brands, Rebates)		
Tech Recommendations		
Social Responsible Companies		
Have any suggestions? Let me know		
I love helping people with their health so I create content around that. I also dance. Check me out here:		

https://VattanaRThach.carrd.co/

Make and Share Free Checklists checkli.com