

A Simple Branding Checklist

Brand building for minimal entrepreneurs, bloggers, and creatives.



DEFINE YOUR BRAND

- ☐ What are the values and beliefs Of your brand?

IDENTIFY YOUR STRENGTHS

- ☐ Why should people invest in your products or services instead of your competitors?

KNOW YOUR TARGET AUDIENCE

- ☐ Who do you want to reach With your business or services?
- ☐ How and where can you each them?

CREATE YOUR BRAND STORY

- ☐ How do you tell people what you do and why you do it?

FIND YOUR VOICE

- ☐ What tone do you use to connect with your audience?

DESIGN YOUR LOOK

- ☐ How do you represent yourself visually?
- ☐ Does your aesthetic communicate your Story and Values?

Be Consistent

- ☐ Is your branding Consistent across all your platforms?

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