

BRAND CHECKLIST

Brand Foundation

- Business Name
- Elevator Pitch
- Mission Statement
- Brand Story
- SEO Keywords
- Tone of Voice
- Identify Business Niche
- Competitors

Visual Identity

- Logo
- Brand Colors
- Typography and Fonts
- Iconography
- Illustrations
- Patterns
- Photos
- Mood Board
- Email Signature
- Videos

Digital Outlets Examples

- Facebook
- Twitter
- Instagram
- Pinterest
- Tiktok
- Snapchat
- LinkedIn
- Youtube
- Reddit
- Google Listing
- Apple Maps
- Bing
- Angies List

Brand Assets

- Website Domain and Hosting
- Business Email
- Business Cards
- Professional Headshot
- Blog Content
- Podcast Registration
- Print Ad Template
- Generic Radio Ad
- Billboard Ad Template
- Product Packaging
- Direct Mail Postcard Design
- Letterhead and Envelope

Target Market

- How old are they?
- Gender?
- What is their job?
- How much do they make?
- What's their education level?
- Are they married or single?
- Where do they live?
- Do they have children?
- What's important to them?
- Where do they shop?
- What are their hobbies?
- What brands do they follow?

How to use this list:

- Cross out what doesn't apply.
- Place a star next to your expertise.
- Check off what you've completed.
- Highlight what should be delegated.

Pro-Tip

Before choosing a name check the LLC registry, all social media platforms, and do a web search to see if your name is in use.