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The Artist Brand Checklist

30 things to fix so people remember *you*, not just one drawing. Plus the numbers to watch instead of views and followers.

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Read this first

I had 350,000 followers on TikTok. The account got banned overnight and I lost all of them.

What I kept were the people who knew **me**. They followed me to Instagram, YouTube and my Patreon. Those people are why I can do art full-time. Not the follower count.

Followers and views are rented. The platform owns them, and the algorithm decides who sees you. A **brand** is what people remember when the algorithm isn't looking: your style, your personality, and a place they can find you that you own.

This checklist is everything I'd set up if I started from zero today. You don't need to do it all this week. Work through one section at a time.

1

Tick off what you already have. Be honest.

2

Pick the **3 unticked boxes** that feel easiest. Do them this week.

3

Come back in 30 days and score yourself again (page 7).

> **Quick test:** Cover your username and show three of your recent posts to a friend. Ask: "Is this the same artist?" and "What do they draw?" If they hesitate on either, start with Section 1.

1. Identity

What you want to be known for. If you can't say it, nobody else can either.

- [ ] **I can describe my art in one sentence.**
  "I draw ___ for people who love ___." (Fill it in on page 6.)
- [ ] **I have 1-3 signature subjects or themes.**
  Characters, animals, fan art of one fandom, cozy scenes. Something people expect from you.
- [ ] **I use a consistent color palette (3-5 colors).**
  Your grid should look like one person made it.
- [ ] **My work passes the 3-post test.**
  A stranger could tell three of your posts are by the same artist without seeing the name.
- [ ] **I know who my audience is.**
  Age range, what they're into, what they'd buy. "Everyone" is not an audience.
- [ ] **I have 3 content pillars.**
  Example: my art/process · my life behind the art · tips and opinions.

2. Profile

People decide whether to follow in about 3 seconds on your profile.

- [ ] **Same handle (or as close as possible) on every platform.**
- [ ] **Same profile picture everywhere:** your face or your signature character.
- [ ] **My bio says what I draw, who it's for, and what to do next.**
  Not "artist, she/her, 22". Say what they get by following.
- [ ] **My link leads somewhere useful.** Email signup or shop at the top, not buried.
- [ ] **I have 3 pinned posts:** best work · who I am · how to buy or commission.

3. Personality

People follow people. Your art gets the view, you get the follow.

- [ ] **I show my face, hands or voice at least once a week.**
  Talking over a timelapse counts.
- [ ] **I've posted my story.**
  Why you draw, where you started, what you're working toward.
- [ ] **I share opinions, not just finished pieces.**
  One "hot take" post a month gets people talking.
- [ ] **I show some life outside art.**
  Your desk, your pet, your coffee order, your bad art day.
- [ ] **I reply to comments in the first hour after posting.**
- [ ] **I sound like the same person in captions, videos and DMs.**

4. Content

Consistency of identity matters more than posting every day.

- [ ] **My last 9 posts look like they belong together.**
- [ ] **I have one recurring series or format.**
  "Drawing your pets", "redraw Sunday", "fixing my old art". Something people come back for.
- [ ] **Every video has a hook in the first 2 seconds:** spoken, on-screen text, and a strong visual.
- [ ] **Every post has one clear call to action.**
  Follow, save, comment a word, or click the link. Pick one.
- [ ] **I post on a schedule I can keep for 90 days.**
  3 good posts a week beats 7 rushed ones you quit after a month.

5. Ownership

If your account disappeared tomorrow, could you still reach your people?

- [ ] **I have an email list,** even if it has 5 people on it.
- [ ] **I have a free thing people get for joining it.**
  Brushes, a wallpaper, a mini guide, a coloring page.
- [ ] **I have one place people can pay me.**
  Shop, Patreon, Ko-fi, commissions form. One product is enough to start.
- [ ] **I'm on at least 2 platforms.**
  Same videos can go to TikTok, Reels and Shorts. Post original files, not reposts with watermarks.
- [ ] **My art files and videos are backed up off the app.**

6. The numbers that matter

Views tell you how many people saw something. These tell you if anyone cared.

Vanity numbers

Views · follower count · likes

Brand numbers

Saves · shares/sends · comments · profile visits · link clicks · email signups · sales

- [ ] **I check my brand numbers once a month** (tracker on page 6).
- [ ] **I know my 3 most-saved and most-shared posts,** and I make more like them.
- [ ] **I stopped checking views more than once a day.**
  Seriously. Post, reply to comments, close the app.

Your brand in one sentence

Fill this in. Then use it in your bio, your intro videos and your pinned post.

I draw _____

for people who love _____

You'll recognize my work by _____

Follow me for _____

> **Example:** I draw cozy chibi characters for people who love anime and soft colors. You'll recognize my work by the round faces and pastel palettes. Follow me for daily doodles and Procreate tips.

Monthly brand tracker

Fill in once a month. Watch the trend, not the single number.

Month	Saves	Shares	Comments	Link clicks	Email signups	Sales
Month 1						
Month 2						
Month 3						
Month 4						
Month 5						
Month 6						

Score yourself

Count your ticked boxes out of 30.

0-10	You're posting art, not building a brand yet. Start with Section 1. Everything else gets easier once you know what you're known for.
11-19	The foundation is there. Your biggest wins are probably in Personality and Ownership: show up as a person and start your email list.
20-26	You have a real brand. Now it's about turning attention into income.
27-30	You're ahead of most artists online. Time to build more ways to get paid.

Ready to turn your brand into income?

My guide **Making Money with Art on Social Media** walks you through the next step: where to sell, what to sell first, and how to price it. It's the same setup I use as a full-time artist.

Get the guide for $5

I'll be sending you a few more tips over the next week, so keep an eye on your inbox. And if you post something after working through this, tag me. I want to see it.

Vipe