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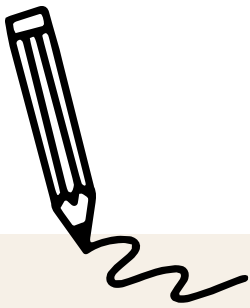
BRAND CHECKLIST



Whether you're currently branding consciously or not, **you DO have a brand.** The question is:

"Is your brand consistent with your values and the message you actually want to put out into the world?"

If so, YAY YOU!!! If not...**you're in the right place to fix that.** Phew! 😊



HOW TO USE THIS CHECKLIST

Hey there, I'm Maria! I've created *The Brand Checklist* to help you evaluate the brand assets you currently have, and what you may still need to wrangle into submission.

I don't expect you to be perfect. I'm definitely not! But if you want a roadmap for your branding adventure, this checklist is a great start.

And if you find yourself wishing and hoping for more support, please **check out the last page for branding bundles** that can help get you brand quickly, happily and for less than a month's worth of chai lattes.

enjoy! xo





BRAND CHECKLIST



YOUR BRAND FOUNDATION

- ☐ You have a **brand story**  that explains why your brand exists, what makes it different, and why people should love you more than your competitors. 
- ☐ You've identified your brand's **3-5 core values**.  These are the values that make your brand tick and your customers go, 'Yes, I want to be part of THAT!'
- ☐ Speaking of customers...you've got the inside scoop on **your ideal customer** - their hopes, dreams, and, yes, even their deepest frustrations.  Basically, you know them like Netflix knows their next binge-watch. 
- ☐ You've mapped out a **customer journey**. No, I'm not talking about becoming a travel agent (though maybe you already are!).  Rather, I'm referring to the step-by-step journey of *how* your ideal customer will engage with your brand.

YOUR BRAND'S CREATIVE LINEUP

- ☐ You've got a **logo** that shines  - whether it's plastered on a billboard or squeezed onto a business card.
- ☐ You have a **color palette** that doesn't just look good—it *feels* good (because colors=emotions). 
- ☐ Your **fonts** are doing some heavy lifting too!  Whether they're sleek and modern or friendly and quirky, they're a match for your brand's vibe.
- ☐ You have a **brand voice** that resonates and connects with your ideal customer. 
- ☐ You've created a **brand style guide** to help you maintain CONSISTENCY  - the cardinal rule in branding!

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BRAND CHECKLIST



BRANDING ASSETS AT A GLANCE



Ready to polish your brand? Here are some of the usual suspects in the arsenal of branding assets. You may not need all of them, and you definitely don't have to tackle all of them all at once!

WEBSITE

- ☐ LOGO
- ☐ COMPELLING COPY
- ☐ GRAPHICS AND ICONS
- ☐ PHOTOGRAPHY
- ☐ LEAD MAGNET(S)

SOCIAL MEDIA

- ☐ HEADER IMAGE
- ☐ PROFILE IMAGE
- ☐ POST TEMPLATE
- ☐ LINK TO WEBSITE/LEAD MAGNET
- ☐ COMPELLING ABOUT/BIO



EMAIL MARKETING

- ☐ EMAIL TEMPLATE
- ☐ EMAIL SIGNATURE
- ☐ EMAIL NURTURE SEQUENCE



GENERAL ASSETS

- ☐ BUSINESS CARD
- ☐ PRESENTATION TEMPLATE
- ☐ VIDEO INTRO/OUTTRO

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BRAND CHECKLIST



DAILY AND WEEKLY **BRANDING** ACTIVITIES

- ☐ Refer to your **style guide** whenever you're about to debut something new. From a website to a social post, make sure that all fonts, colors and imagery are on-brand!
- ☐ Monitor and review **key metrics**.  New subscribers, post likes, sales – they're all telling you something. Adjust, tweak, and keep leveling up. Bonus points if you celebrate with a victory dance!
- ☐ Keep an eye on **competitors and market trends**  so that your offers are consistently helpful, relevant and in-demand.



MARIA'S **BRANDING** TIPS



- ☐ Just starting out with a budget that's more 'noodles' than 'caviar'?  No worries! **You can still look totally polished without breaking the bank.**
- ☐ **Action = clarity.** The magic really starts when you dive in and get to know *who* you're serving and *what* they're craving from you.  Branding before you have this clarity may lead to, well...rebranding!
- ☐ Feel free to admire other people's dazzling brands, but remember—**Rome wasn't built in a day**, and neither were they. Many took years to look that polished, so take a deep breath and know you're on your way! 
- ☐ **Do what you can with what you've got**—because perfection? Overrated. Don't let the pursuit of perfection get you into a tizzy or stop you from taking action. 

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A LITTLE BIT OF HELP?



BRAND BRILLIANCE IS YOUR SOLUTION IF...

- ☒ You're just starting out with your brand or want to rebrand
- ☒ You need help nailing down your **brand story, values and ideal customer**
- ☒ You'd love **creative inspiration** for colors, fonts and your logo
- ☒ **You want to use templates** to help you get your branding done quickly and affordably – while still looking super professional

Let's Brand

Ready to make your brand shine? Grab the Brand Brilliance bundle and get everything you need to build a brand that feels *totally you*—without the stress.

Use code **BRILLIANT** for 15% off and to start your branding journey today!

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A LITTLE BIT OF HELP?



LEAD MAGNET MAGIC CAN HELP IF...

- ☒ You need to **create an enticing lead magnet** to grow your email list
- ☒ You're looking for a template with **beautiful, versatile layouts** for check lists, recipes, goal tracking, journaling and much more!
- ☒ You want to **show off your lead magnet** in a way that looks stunning and professional...just like that image up there!

Let's get started!

Need a beautiful, professional lead magnet that'll wow your audience and save you time? The Lead Magnet Magic bundle has you covered!

Use code **BRILLIANT** for 15% off.