



Personal Brand Checklist

YOU

1. Grab your name and book title (domain, social handles). You can add “book” or “author” to your name, if your name is already taken.
2. Develop a list of words that best describe you.
3. Define your core values: the fundamental beliefs that drive your actions and decisions, these are the basis for what will make you unique and help you remain consistent and true to your brand. For larger companies, core values are handed down among the ranks as a barometer for how to act and how to treat others, used as a guide to ensure that the company is on track and remaining true to their brand. For you, it's a reminder of why you do what you do and how you do it. These are the beliefs that will dictate how you brand yourself and how you run your business.

Examples excerpted from *Lead Your Tribe, Love Your Work* by author Piyush Patel:

- a. Service with passion is our competitive strategic advantage.
 - b. Do more with less.
 - c. Fun creates loyalty.
 - d. Respect.
 - e. Embracing positive change.
4. Know your top five strengths. Take the Strength finder 2.0 test.
 5. Know your weaknesses.
 6. Mission Statement or Pitch. Is your message clear? Pay attention to how people introduce you, do they perceive your value the same way you do?
 7. Personal Brand Mantra: Know your why. Why do you do what you do? What gives you joy in your work.
 8. Unique Selling Proposition: what sets you apart from your competition?
 9. Develop a tagline, something that quickly tells your audience what you do, why you do it, and how it can help them.
 10. Bio (keep an updated list of all the places where your bio appears online and update it quarterly. Develop several Bio versions: create several versions of your bio that you will use for different purposes including a professional bio, a casual bio, a version for your book jacket, for social media, a speaker bio, and a media bio. Track where these are posted and check-in often to ensure that they don't get stale. Also, make sure to update them with your latest successes (impressive appearances, awards, associations, and more). Your bio is your introduction to your potential audience, make sure it represents you in the best way possible.

YOUR BRAND LOOK

11. Develop your brand look with a consistent theme, logo, and style guidelines.
 - a. A set of primary and accent brand colors to use on all branding materials: website, business card, logo, social custom headers, etc.
 - b. Choose a combination of two to three typefaces to use on all branding materials.
 - c. Develop a word mark to use in all places where your name appears.
 - d. Adopt an icon or brand mark that is representative of your brand.
12. Get a professional headshot.
13. Personal style: the way you dress—your signature color. Consider how you present You and ensure that your personal look is aligned with your brand and the expectations of your audience. You can have fun with this and adopt a way that you always dress, a color, a special hat you wear, etc.

YOUR VISIBILITY

14. Create an avatar to be associated with your email at [gravatar.com](https://www.gravatar.com).
15. Invest in a professional website. You can start with a free site, like [wix.com](https://www.wix.com), [weebly.com](https://www.weebly.com), or invest in a professional site. Either way, begin your online presence now.
16. Keep your website fresh and up to date with relevant content and give-aways.
17. Develop a list of rich keywords and implement search engine optimization strategies to help Google rank your site for words that describe your area of expertise.
18. Print postcards or bookmarks that sell your benefits and leads people back to your site.
19. Have business cards ready to give out when you connect with people, something that leads them back to your site.
20. Design an email signature that speaks to the benefits of your brand and directs them to connect with you on your website and on social.
21. Develop letterhead and ensure that your brand look is consistent throughout all of your print materials (one-sheets, press releases, brochures, etc.)
22. Develop a set of one-sheets that you send out for your speaker topics, your book, and FAQs.
23. Send out thank you cards to clients and readers; always stay top of mind with your tribe.
24. Attend industry conferences and workshops, be ready to network and build your tribe.
25. Join local groups and offer to serve on boards for added visibility and networking opportunities.
26. Post your blogs and published articles to LinkedIn.
27. Open a Medium account and post at least once a month.
28. Ask for advice and be a good listener—overtly selling yourself will turn people off.
29. Develop a press kit:
 - a. Press release
 - b. Media bio
 - c. High-resolution headshots (can offer more than one)
 - d. High-resolution jpeg of your book cover

YOUR ENGAGEMENT

30. Develop a free gift or download that holds value for visitors to encourage them to visit your website and join your mailing list.
31. Setup a free MailChimp account (free to the first 2,000 users) and collect email addresses on your site.
32. Setup a social presence and join the conversation. Develop a 12-month calendar with the type of content you will create and what days you will post. Remember to include special holidays and special months that align with your brand (like breast cancer month or National chocolate day).
33. Social engagement: Track your shares, likes, comments, click-throughs.
34. Check in on your blog categories: are they in line with your brand mission and core values, do they offer value to your audience, do they bring you joy?
35. Content calendar: Create an annual calendar to guide you in your content development and posting strategy. Track what content gets the most engagement and adjust your strategy as needed.
36. Website resources and tips: Add value to your content regularly, schedule new resources and tips quarterly so that your content does not grow stale.
37. Website traffic: learn how to effectively track your unique visitors, most popular- and unpopular-pages, bounce rate, and more (use Google analytics).
38. Create a signature talk.
39. Develop a branded Speaker Packet:
 - a. one-sheet
 - b. 6" tall retractable poster that sits on the stage next to you with your brand elements, benefit to your audience, and a URL to direct people to your site
 - c. thank you card for conference organizer
 - d. comment card and sign-up for free gift offer (that you give away at your talk)
 - e. postcard with free gift on website to drive traffic to website)

YOUR AUTHORITY + POSITIONING

40. Credibility: Add endorsements, testimonials, case studies, published works, speaker topics, appearances to your bio, and website (do this often). Every little achievement must become part of your overall narrative.
41. Research your influencers: Where are they? Who follows them? What gets them the most engagement? How can you help them and become apart of their referral group?
42. Create a 12-month roadmap: goals, plan, content schedule, tracking system.
43. Write a book. Include give-aways in the back to lead back to your site.
44. Write several small ebooks.
45. Turn your book into an audio book.
46. Write and publish articles to industry newsletters and magazines and blogs.
47. Podcasts (develop your own, or be a guest on other podcasts).
48. Remember to always ask for endorsements and testimonials. Have people post them to LinkedIn for added visibility (you can always copy and paste to your website and print materials).
49. Speak often at local associations and national conferences.
50. Contribute content to your local news stations and newspapers (add media logos to your website).

Work with Jeniffer and her team at Monkey C Media

Hello my friend,

I am so pleased that you are taking steps to build your brand and increase your visibility. We have even more resources and tips on our website, so be sure to subscribe to our blog/newsletter.

Are you looking for a branding coach?

We'd love to help, visit monkeyCmedia.com and schedule a free strategy session.

Do you need brand visuals and a website?

My team at Monkey C Media offers award-winning author websites, logos, book cover and interior designs, posters, and so much more.

Call us anytime—we'd love to see how we can help: 619-955-8286.