



BRAND KNOW-HOW WORKBOOK

Define your goals & finally take action.

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Goals for My Brand

What do I want my brand to be known for?

Define what I do for my clients and what I supply them? (Is it heart felt coaching or stunning web design, or something else?)

(Now, look at the above two answers you gave and decide if there is a gap between what you do for people and what you want to be known for)

Goals for My Brand

Is there anything that I need to change in order to make what I do and what I want align more clearly and cohesively?



Is there anything I am unsatisfied with about my brand?



Goals for My Brand

What do I currently love about my business and my brand?

What is a big and important thing I wish I had with my brand, today?

Goals for My Brand

Complete Branding Checklist

- Establish real goals for my brand
- Clarify my exact brand's target audience / client / customer
- Write my brand's story (for an about page and bio's)
- Create my brand's message and tagline
- Establish my brand's personality
- Establish my brand's voice
- Decide on my brand's colors
- Create my brand's logo
- Create my brand's paired fonts
- Identify the types of photos and images for my brand
- Create a brand strategy for Instagram
- Create brand bios and graphics for social media
- Create branded blog and Pinterest graphic templates
- Create a brand email signature
- Create a branded newsletter template
- Set website to match my branding (sidebar, fonts, colors, etc)
- Create a brand binder for quick reference
- Revisit my goals, target audience, & message every 6 months

Check out the [Brand Know-How Course](#) for all the video tutorials and instruction.

Goals for My Brand

General Social Media Branding Checklist

- Establish a profile picture and headshot (use across all social sites)
- Create a cover / header photo or graphic (where possible)
- Include an “About Me” bio that is consistent across all social sites
- Establish a user name and a URL that is unique and consistent
- Include a link to a landing page or website
- Create a list of common hashtags and topics you will share
- Link any additional tabs / apps on your Facebook Page
- Add a sign-up form (if available) to capture new subscribers
- Check all spelling
- When complete, do a comparison next to your brand style guide
- Create a content strategy and make sure it targets your audience
- Create a template for the graphics you plan to share
- Remember to reply to comment and messages in your brand voice
- Use photos and videos regularly to increase engagement

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Goals for My Brand

Pinterest Branding Checklist

- Establish a profile picture and headshot (use across all social sites)
- Make your Pinterest profile a “business” profile
- Add keywords to your business name specific for your niche
- Create a bio that is consistent across all social sites with keywords
- Create pin boards to match the categories from your website
- Include a description for all boards (use lots of keywords)
- Create or use a pin board cover image
- Add a link in your bio
- Make template(s) for Pinterest graphics
- Describe each pin using keywords specific to your brand & business
- When complete, do a comparison next to your brand style guide
- Create a content strategy and make sure it targets your audience
- Remember to reply to comment and messages in your brand voice

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