checklist

BRANDING CHECKLIST & GLOSSARY

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Perfectly Taylored Branding

Hey I'm Gakile!

I'm a brand strategist and website designer who helps entrepreneurs transform their brands from Basic to Badass! I've created an in-depth branding checklist with a glossary so you don't miss a beat when it comes to branding your business. If you have any questions at all about this Free Resource please email me at Perfectlytayloredbranding@gmail.com and I'll get back to you within 1 business day. Also scroll all the way to the end of this document for another FREEBIE just for YOU!

Enjoy!

Branding Checklist

Brand Message

- [ ] MISSON STATEMENT
- [ ] BRAND STORY
- [ ] TARGET AUDIENCE
- [ ] BRAND VOICE/TONE
- [ ] BRAND KEYWORDS
- [ ] ELEVATOR PITCH

Visual Identity

- [ ] LOGO
- [ ] MOOD BOARD
- [ ] FONTS
- [ ] COLORS
- [ ] GRAPHICAL ELEMENTS
- [ ] PROFESSIONAL PHOTOS

Digital Platforms/Elements

- [ ] WEBSITE
- [ ] SOCIAL MEDIA
- [ ] OPT-IN PAGE
- [ ] EMAIL LIST
- [ ] DIGITAL ADVERTISING
- [ ] SALES FUNNEL SYSTEM

Planning/Strategy

- [ ] BUSINESS PLAN
- [ ] MARKETING STRATEGY
- [ ] PRICING GUIDE
- [ ] COMPETITOR RESEARCH
- [ ] CLEAR OFFER

Branding Checklist Glossary

BRAND MESSAGING

Mission Statement
This is the purpose of your company, overall goals and core values. In other words, this is your why.

Brand Story
As humans, we our brains are wired to love a good story. Build a connection with your audience by sharing how you started and taking them along the journey.

Target Audience
Defining your target audience or ideal client is one of the most important tasks. This is a specific group of people you would like to reach with your marketing and governs all of your content and marketing strategies

Brand Voice/Tone
How a brand conveys its target audience through a collection of words, values and attitude

Brand Keywords
Keywords that represent your brand for SEO purposes

Elevator Pitch
30 Second speech to pitch your company

VISUAL IDENTITY

Logo
The face of your company. A professional logo really seperates you from the competition.

Mood Board
A visual representation of your brand. This will guide all of your branding including websites, business cards etc. so your brand looks cohesive and professional.

Colors
Establish your brand colors early on. Be intentional about this because you want your brand colors to match the emotion that you want your customer to feel. Ex. Yellow= Happy and Cheerful

Branding Checklist Glossary

GRAPHICAL ELEMENTS

These are marketing materials such as buisness cards, banners, social media templates etc.

Professional Photos

Have professional pictures taken of you and your products. These will be used on other marketing elements such as your website and social media.

DIGITAL PLATFORMS/WEBSITES

Website

One of the most vital parts of your business. If you don't have a website you're missing out on opportunities for your customer to identify you and spend their money on your services and products

Social Media

The most inexpensive way to reach your customers and build brand awareness. Social media humanizes your brand, generates leads and helps you stay top of mind. You can establish a brand presence on Facebook, Instagram, YouTube, Pinterest etc. Just make sure that the platforms you choose are used by your target audeince.

Opt-In Page

Ask website visitors to exchange their email address for a freebie or discount. This helps to build your email list which is essential!

Email List

Establish your email list through your opt-in offers. Sending out emails is the best way to reach your target audience. 92% of adults in the US use email and 62% check it on a daily basis.

Digital Advertising

Target customers and Google and Facebook/Instagram by paying for ads. These platforms have so much data stored on your ideal clients and makes it easy to target potential customers through keywords and lookalike audiences.

Sales Funnel

The steps a person takes in order to become a customer. Automating this funnel digitally is key to making money while you sleep.

Branding Checklist Glossary

PLANNING/STRATEGY

Business Plan
This is the foundation of your business. Your business plans outlines your goals, strategy and financials in one document. If written properly this can help you guarantee funding from investors.

Marketing Strategy
Outlines the game plan to get customers and clients. Your marketing strategy should be multifaceted and well planned out.

Pricing Guide
Base your prices on your financial goals, experience and time. Do your research on industry standards. Also factor in costs to ensure that you have a fair profit margin.

Competitor Research
Use the SWOT method when performing market research (Strength, Weakness, Opportunities and Threat).
Strengths: Things your company does well
Weakness: Things your company lacks
Opportunity: Ex. under-served market for specific products or services
Threat: Emerging Competitors, changing attitudes towards your comany etc.

Clear Offer
Make your offer clear on all of your digital platforms.

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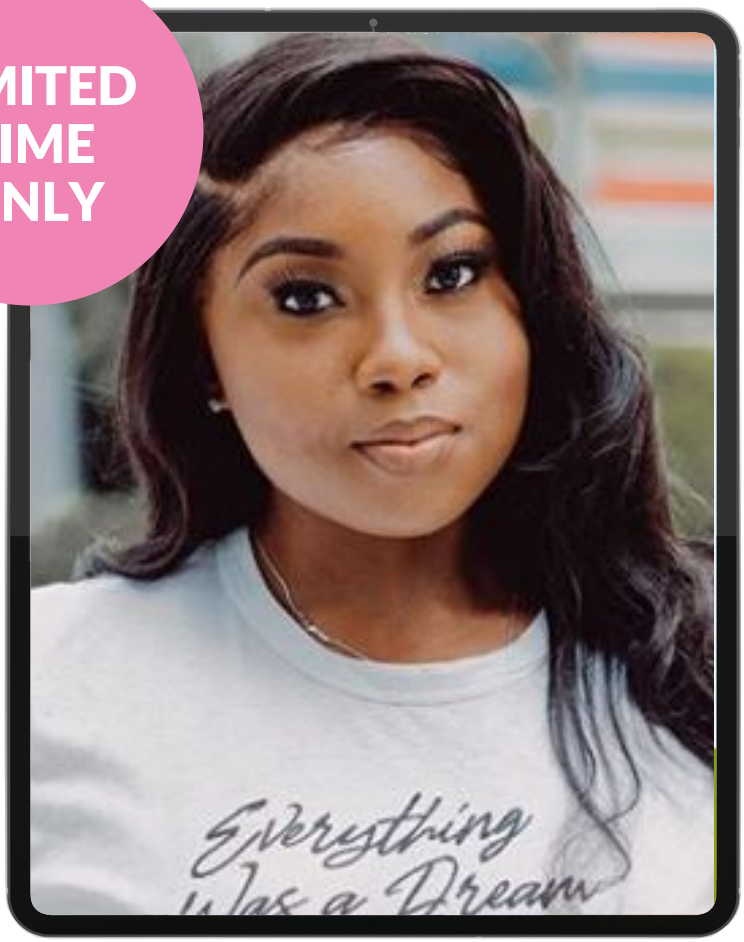

BOOK A FREE BRANDING/WEBSITE CONSULTATION

IN NEED OF A STUNNING, EASY TO NAVIGATE WEBSITE THAT WILL BRING YOU SALES WHILE YOU SLEEP?

DREAMING OF A CONSISTENT VISUAL BRAND BUT DON'T KNOW WHERE TO START?

Book Discovery Call

YouTube

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