

The point of this worksheet is to help you assess and audit all the places your brand exists. It's for you to use however you like, but here's what we recommend to get you started:

- Cross out anything that is not applicable to your brand
- Highlight or circle any high-traffic touchpoints
- Check the boxes to the left after you've checked in on those parts of your brand. That check in might be a series of questions including but not limited to:

*Which tactics have the most impact on my business?*

*Is this consistent?*

*Could I systemize this?*

*Can I delegate this?*

*Where are there disconnects or inconsistencies?*

*What's working well - what do I like about this?*

Use the space to the right to make notes on what needs to be updated or refined. You can also use this worksheet to help you decide which tactics you can add or omit to your brand and even use it as a checklist to know what you need to delegate.

(See next page for checklist)

# YOUR BRANDING CHECKLIST



## YOUR BRAND PLATFORM

- Business name \_\_\_\_\_
- Logo \_\_\_\_\_
- Colors \_\_\_\_\_
- Fonts \_\_\_\_\_
- Tagline \_\_\_\_\_
- Positioning Statement \_\_\_\_\_
- Brand Story \_\_\_\_\_
- How to Hire Me language \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_

## WEBSITE

- Home page \_\_\_\_\_
- About page \_\_\_\_\_
- Services / Offerings / Product page \_\_\_\_\_
- Portfolio or Gallery page \_\_\_\_\_
- Contact page \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_

## DIGITAL

- Ebooks \_\_\_\_\_
- ECourses \_\_\_\_\_
- Downloadable worksheets \_\_\_\_\_
- Newsletter template \_\_\_\_\_
- Newsletter onboarding sequences \_\_\_\_\_
- Email signature \_\_\_\_\_
- Sales / Conversation slides \_\_\_\_\_
- Webinars \_\_\_\_\_
- Presentations \_\_\_\_\_
- Virtual summits \_\_\_\_\_
- Online advertising \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_

## SOCIAL MEDIA & CONTENT SHARING

- Blog \_\_\_\_\_
- Podcast \_\_\_\_\_
- Videos \_\_\_\_\_
- Facebook \_\_\_\_\_
- Twitter \_\_\_\_\_
- Instagram \_\_\_\_\_
- Pinterest \_\_\_\_\_
- Snapchat \_\_\_\_\_
- LinkedIn \_\_\_\_\_
- YouTube \_\_\_\_\_
- Live Streaming \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_

## PRINT

- Business cards \_\_\_\_\_
- Letterhead + Envelopes \_\_\_\_\_
- Postcards \_\_\_\_\_
- Posters \_\_\_\_\_
- Folders \_\_\_\_\_
- Brochures \_\_\_\_\_
- Books \_\_\_\_\_
- Invitations \_\_\_\_\_
- Product packaging \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_

## IN-PERSON

- Trade show booth \_\_\_\_\_
- Speaking slides \_\_\_\_\_
- Workshops \_\_\_\_\_
- Conferences \_\_\_\_\_
- Presentations \_\_\_\_\_
- Personal style \_\_\_\_\_
- Promotional products \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_

## SPACE

- Interior design (paint, lighting, layout) \_\_\_\_\_
- Interior decoration (art, textiles, etc.) \_\_\_\_\_
- Interior experience (music, smell, sounds) \_\_\_\_\_
- Exterior signage \_\_\_\_\_
- Interior signage \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_

## PHOTOGRAPHY

- Headshots \_\_\_\_\_
- Candid working shots \_\_\_\_\_
- Product / Service shots \_\_\_\_\_
- Conceptual shots \_\_\_\_\_
- Brand video \_\_\_\_\_
- Moving image vignettes \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_

## MEDIA & ADVERTISING

- Brand video \_\_\_\_\_
- Television commercial \_\_\_\_\_
- Outdoor advertising \_\_\_\_\_
- Radio (or voice-over) advertising \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_