

#BADASSBRAND

Checklist to Standing Out, Being the Go-To Expert, & Attracting Kickass Clients You Love



essentials

- 1 to 5 Signature colors/textures
- 3 Signature Fonts
- Branded Photos for website & social
- A unique name and url to match
- A stellar tagline think of it as a biz theme example “Nike: Just do it!”
- A branded short bio for your media kit & social media
- A brand guide for your team

personal style

- Make sure the styling of your biz wardrobe matches the person clients meet online. Excuse for new shoes perhaps?

social media musts

- Profile picture
- Short & sweet about you/your company
- Standard username : example www.facebook.com/iamchelseymarie
- Facebook cover photo
- Twitter header
- LinkedIn header
- Youtube header
- Consistent Instagram image styling
- Consistent Pinterest Board Name structure & board cover styling

#BADASSBRANDMAP

**STAND OUT, BE THE GO-TO EXPERT,
& ATTRACT KICKASS CLIENTS YOU LOVE**

printables

- A sign for events
- Business cards
- One sheet
- Branded project proposals

extras

- Branded video intro
- Branded intro music for any videos/podcasts
- Branded email template
- A name for your titles.

website branding

- Branded about page
- Ditch the “buy now” or subscribe buttons, and create your own branded call to action
- A styled Wordpress theme using signature colors & fonts
- A branded offer that goes with your brand theme in the first 800px of your site
- Media page that makes your brand easy to share
- Matching logos for all programs, live events, and downloadable projects that support your main brand
- Branded footer
- Logo at the top of page
- Matching favicon icon
- Branded social media buttons
- Consistent Blog image styling
- Branded 404 page
- Branded thank you page

THREE POINT

BRAND REVIEW

1 VISUAL FIRST IMPRESSION

Your logo, color scheme, fonts, and photos make a lasting first impression and determine if people click like or click away for good. Together we'll discover whether or not the colors, fonts, and photos you are using are attracting the right customers.

2 THE CONVERSION MACHINE

Having a pretty logo and a captivating look is just one piece. If it doesn't convert then it doesn't matter how pretty it is. On our call together I'll point out the HOT spots on your online presence that need to be branded. The right branding will set you up to convert browsers into buyers in your sleep.

3 THE PERSONALITY POSITION

A powerful brand is clear and fearless. It represents who you are. Positioning your personality to make an impact is possibly the most important thing you can do. During our session, I'll illuminate unique ways you can make your brand POP online using simple strategies to increase engagements and create fans who love you.