

# BUILD YOUR OWN BRAND CHECKLIST:

**My brand personality is:** \_\_\_\_\_

This is strategic because: \_\_\_\_\_

**My communication goals are:** \_\_\_\_\_

*(Ask: Are these all the things I want people to think about me or not?)*

**My brand voice is:** \_\_\_\_\_

[relaxed]; [formal]; [whimsical]; [free spirited]; [serious]; [bold]; [authentic]

**Expressed through this visualization technique my style says:** \_\_\_\_\_

**Color palette is:** \_\_\_\_\_

My color palette communicates: \_\_\_\_\_

**Logo typeface(s):** \_\_\_\_\_

This typeface communicates the following about me: \_\_\_\_\_

**Typeface pairings or font family for résumé, business card, website:** \_\_\_\_\_

This typeface pairing or font family works for my brand because: \_\_\_\_\_

This typeface pairing or font family is readable and legible in print and on screen because:

**My brand is:** \_\_\_\_\_

- Unique
- Recognizable
- Memorable
- Definitely me

**Additional thoughts:**

# THE 10-STEP BUILD YOUR OWN BRAND WORKSHEET:

**1. CODIFY YOUR VISION.** Demonstrate your design sensibility through typography, color, visualization and composition.

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**2. DETERMINE THE VALUE OR FUNCTIONAL BENEFIT YOU PROMISE TO DELIVER.** What is your Unique Selling Proposition?

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**3. TELL PIECES OF YOUR STORY ACROSS MULTIPLE CHANNELS.** Determine how you will tell your brand story in specific media channels. Can you give people a story they will want to tell or share?

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**4. DETERMINE YOUR CORE VERBAL MESSAGE.** What is your central message?

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**5. WRITE A PITHY ELEVATOR SPEECH.** First sentence draws listener in. Second sentence explains or starts a conversation. Third sentence is the takeaway, impression you want to leave.

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**6. WRITE A SUCCINCT TWITTER BIO.** Make it straightforward or witty in sync with your brand voice.

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**7. DESIGN A VISUAL IDENTITY TO BEST REPRESENT AND DIFFERENTIATE YOU.** Logo tells your visual story in a single unit.

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**8. CHOOSE TYPE FOR CLARITY, DISTINCTION AND COMMUNICATION.** Consider how the typeface's visual voice works for your brand personality and visual style. What do the typeface's characteristics communicate on a secondary level?

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**9. TREAT YOUR RESUME AS AN INFORMATION, IDENTITY AND PROMO DESIGN PROBLEM.**

"Don't let design disrupt communication."

—Rob Wallace, Managing Partner and Strategic Director of Wallace Church, Inc.

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**10. OFFER A STREAMLINED WEBSITE EXPERIENCE THAT SHOWCASES YOUR WORK.** Make it a museum "handshake" in sync with the other elements of your brand.

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# **BUILD YOUR OWN BRAND:**

## Your Strategic Calling C.A.R.D

### Consider several factors when formulating your strategic calling card:

**CONSISTENCY:** Create a coherent personal brand voice and tone in all verbal and visual communication across media platforms.

(Don't think of it as "matched luggage" but it should be unified.)

**AUTHENTICITY:** Emphasize a true attribute.

**RELEVANCE:** Base the branding on an insight into you and your potential clients.

**DIFFERENTIATION:** Create a unique visual and verbal presence.

### Build Your Own Brand Beyond Your Website

#### ON LINKEDIN:

- To augment your main page use LinkedIn Tabs (such as Services and Products).
- Include a good quality, professional cover photo.
- Start a group—a place for topical discussions and creating a community.
- Participate in other professional group discussions on LinkedIn.
- Ask colleagues, clients and friends to "follow" your page.

#### ON FACEBOOK:

- Include a quality, professional (or creative) cover photo & profile picture.
- Structure your timeline to tell your "story" and use Timeline features to enhance your story.  
<https://www.facebook.com/about/timeline>
- Generate engagement with interesting or informative posts:  
Inform. Educate. Entertain. Promote.
- Diplomatically respond to comments.
- Ask people to share your posts. Write, "Please consider sharing this."
- Ask colleagues, clients and friends to "follow" and "like" your page.
- Create a Facebook App (add-ons for your page to host promotions or games).