

# Personal Brand Checklist: A Coach's Guide to Brand Excellence

## How to Use This Checklist:

1. Review each section systematically
2. Check off completed items
3. Prioritize unchecked items
4. Set deadlines for completion
5. Review progress monthly

Building a strong personal brand is a journey. Focus on one section at a time and celebrate your progress along the way!

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## Brand Foundation

- Defined specific target audience and their pain points
- Crafted unique value proposition
- Identified 3-5 core brand values
- Created brand mission statement
- Developed brand personality traits (3-5 key descriptors)
- Visual Branding
- Selected primary color palette (2-3 colors)
- Chosen secondary color palette (2-3 colors)
- Picked brand fonts (maximum 2 families)
- Designed professional logo with variations
- Created brand style guide
- Selected consistent image style/filters

## Brand Messaging

- Developed brand story
- Created elevator pitch
- Defined key messaging pillars (3-5)
- Crafted brand voice guidelines
- Listed power words and phrases
- Developed signature methodology name

### **Online Presence**

- Professional website with consistent branding
- Optimized social media profiles
- Consistent bio across platforms
- Professional headshots
- Branded email signature
- Branded social media templates

### **Content Strategy**

- Defined content pillars (3-5 topics)
- Created content calendar
- Developed lead magnet(s)
- Planned email nurture sequence
- Established posting schedule
- Set up content repurposing system

### **Client Experience**

- Designed welcome package
- Created branded templates
- Established communication protocols
- Developed feedback collection system
- Set up testimonial collection process
- Created client offboarding process

### **Brand Monitoring**

- Set up Google Alerts for brand name
- Created system for tracking brand mentions
- Established quarterly brand audit schedule
- Developed metrics for brand success
- Created brand evolution timeline