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

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

**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?

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

**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.

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

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

**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?

**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.

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