

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:

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).