

Brand Your Brilliance Checklist

1. Create Your Goals and Values

- ☐ Think about your value proposition and USP
- ☐ Think about the values that drive you to perform well
- ☐ Think about what sets your business apart from the competition
- ☐ Now answer the question 'What do you do'?
- ☐ Turn this into your 'mission statement' in 25 words (or thereabouts) and use it to inform all the subsequent decisions.

2. Choose a name

- ☐ Choose a name for your business and website
- ☐ Decide if you will have one brand or multiple brands (a site and a company for instance)
- ☐ Think about how a name will affect your SEO down the line and your marketing
- ☐ Decide whether you want to 'separate' yourself from your brand or create a personal brand

3. Create a logo

- ☐ This is going to impact on ALL your branding and ALL your products going forward



- ☐ Create a mood board with various images relating to your business
- ☐ Avoid cliches
- ☐ Combine your images to create something new
- ☐ Test which logo to go with by surveying your friends/family/visitors
- ☐ Ensure your logo is versatile
- ☐ Trademark your brand if you think you need to

4. Create a consistent brand and 'be everywhere'

- ☐ Create your website and ensure your brand is built into it
- ☐ Set up social media accounts on all the main networks and include your brand as your profile picture/cover image
- ☐ Add your brand to your business cards, your invoices, your e-mail signature
- ☐ Create video openers with your logo, consider creating a jingle

5. Deliver consistent quality to build trust and authority

- ☐ Use content marketing to help raise your profile and to let people get to know you
- ☐ Post regularly in your niche and provide value above and beyond your competition



- ☐ Make sure that any and all products are of consistently high quality
- ☐ Keep a common set of values and design principles behind everything you put out

6. Market yourself

- ☐ Use SEO make sure that your website is the first result for your company/website name
- ☐ Use SEO to target specific keywords alongside your content marketing
- ☐ Use PPC and other forms of advertising to make sure more people see your logo and to drive customers to your business
- ☐ Use press releases to try and get your story covered by websites and other media
- ☐ Network with other big bloggers to gain the trust of their viewers. Ask for guest posts and consider doing 'ad swaps' if you are using e-mail marketing.

7. Encourage brand loyalty

- ☐ Provide consistent quality
- ☐ Give your users incentives to stay loyal to your brand
- ☐ Build a mailing list
- ☐ 'Under promise' and 'over deliver'
- ☐ Use promotional gifts to get people behind you

