



## BRANDING CHECKLIST

# BRAINSTORM YOUR BRAND

Let's take a few minutes to work through important pieces of the branding puzzle. Each answer will help us move one step closer to building your perfect brand! Let's get started.

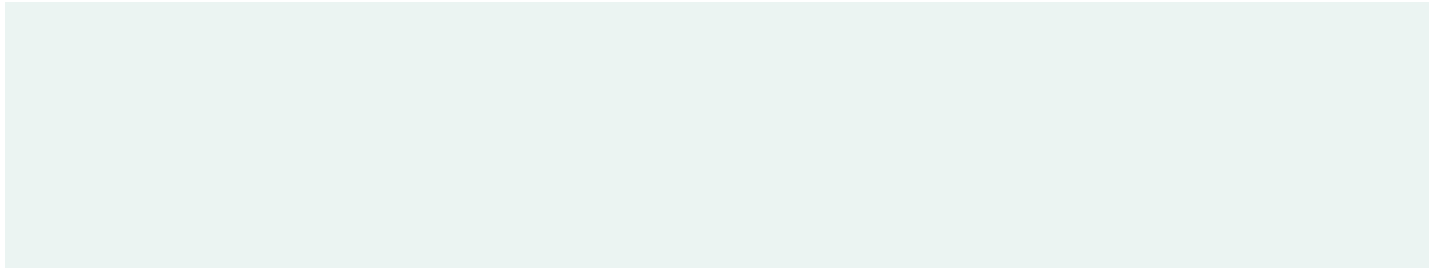
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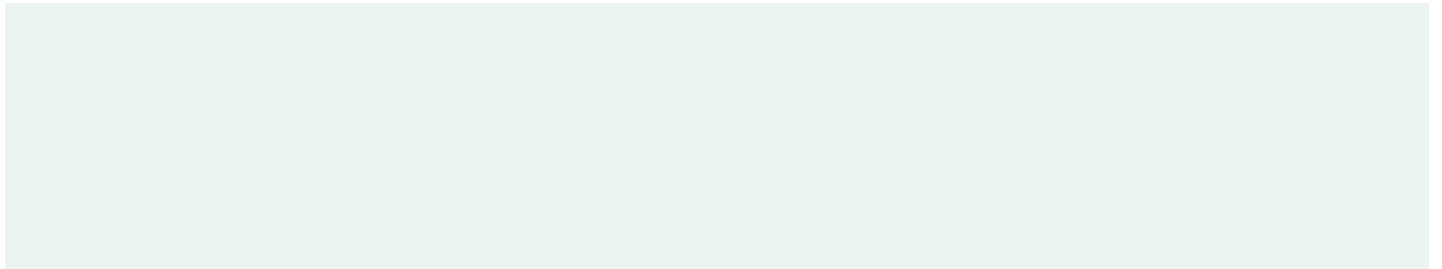
# Who are you?

LET'S CLARIFY THE AUTHENTIC VISION BEHIND YOUR BRAND.

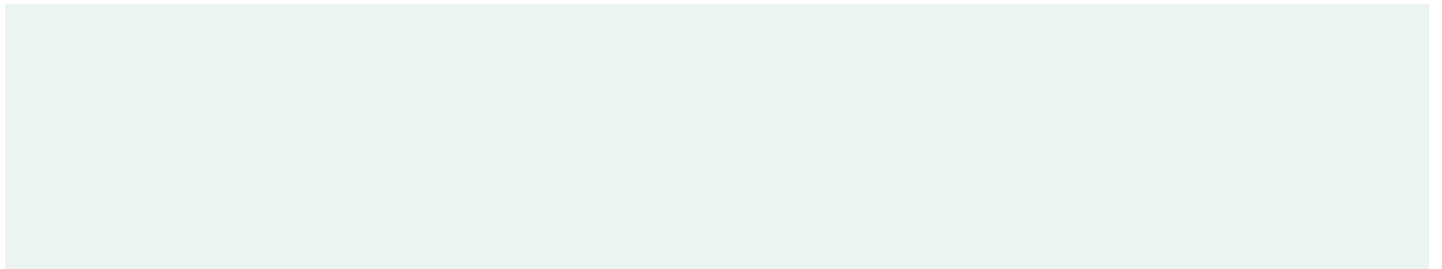
What are the core values of your business?



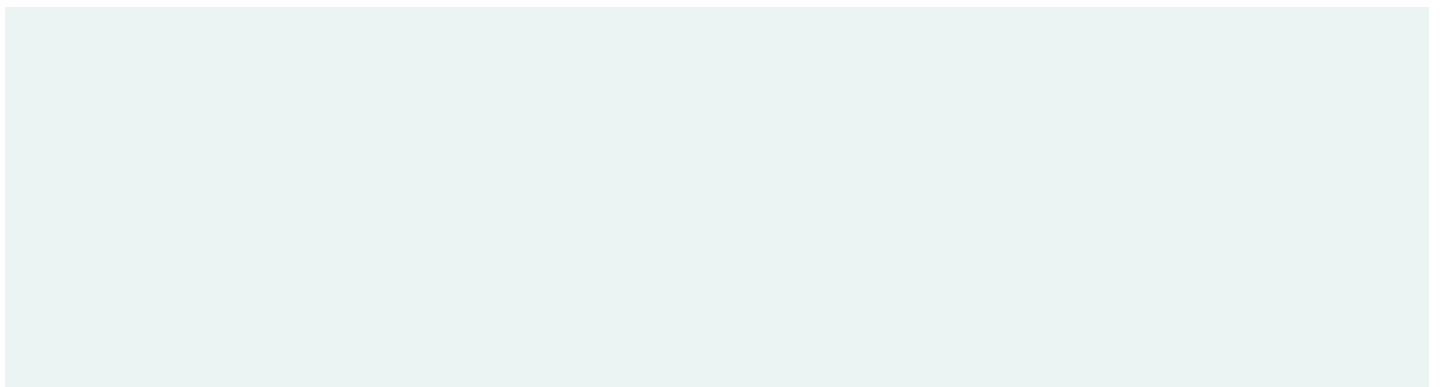
What is your mission statement?



What is your area of expertise?



Describe your business.



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# Who are your clients

AND WHAT ARE THEY EXPECTING FROM YOU?

Who are your ideal clients/customers?

What makes you different from your competitors?

What problem do you solve for your clients?

Describe your client experience.

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# What are your dreams?

IT'S TIME TO GOAL PLAN & DREAM BIG!

What are the top 3 goals for your business over the next year?

What are the top 3 goals for your business over the next 5 years?

What do you want to be known for?

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# What is your style?

LET'S GET FANCY Y'ALL!

What feeling do you want for your brand?

Do you love another brand? What draws you to it and why?

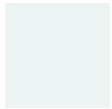
Share other thoughts about brand colors, fonts, vibes, etc.

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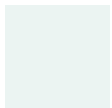
# Are you social ready?

IT'S TIME TO BUILD A CONSISTENT ONLINE PRESENCE.

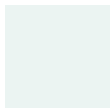
Take a look at your online accounts.



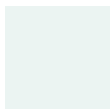
Are your profile images the same across platforms?



Do your profiles maintain the same visual identity and tone?

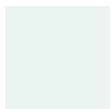


Have you kept your profile names and handles consistent?

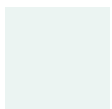


Are you connecting with and engaging with your target audience?

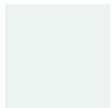
Take a look at your website.



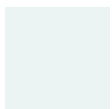
Is your brand consistent across your website?



Do the pages maintain the same visual identity and tone?



Is your URL and email consistent with your brand?



Does your site engage your target audience?

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# You did it?



You have brainstormed through all of the pieces of your branding puzzle.

These questions were designed to help you explore your vision and needs for your business. Did this process provide new ideas? I would love to hear from you about your brainstorming process and what your branding plans are. Send me an email to [steph@thesavvypeach.com](mailto:steph@thesavvypeach.com). I can't wait to hear from you!

Are you ready to jump in to your branding project?  
If you're ready to begin working with a graphic designer on your new visual brand or website, let's set up a time to chat! You can visit [www.thesavvypeach.com](http://www.thesavvypeach.com) or contact me at [steph@thesavvypeach.com](mailto:steph@thesavvypeach.com).

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