

# The Ultimate Personal Branding Checklist For Your Online Creative Business

- Clear Mission:** Find your why.
- Target Niche:** Find your area of focus and identify your strengths.
- Target Audience:** Identify who your ideal target audience is, what their needs are, and the best way to connect with them.
- Brand Values:** Determine how you will do business.
- Brand Boundaries:** Know when to say no to something that doesn't fit your brand.
- Brand Message:** Ensure you are communicating your message across all platforms.
- Custom Domain Name:** Secure a custom URL with your business name.
- Custom Email Address:** Get a personalized email address with your domain name.
- Logo:** Create a high-quality and concise logo that reflects your vision.
- Website:** Design a functional and beautiful site that tells your visitors who you are, what you do and the services you provide.
- Business Cards:** Order high-quality business cards that have a clear call to action.
- Social Media Presence:** Get your social media accounts all set up and create branding materials for each profile.
- Creative Workspace:** Find or design a space that inspires you and your brand.
- Photography Style:** Stay consistent with the style, props and filters you use for your photos. Establish an Instagram theme.
- Professional Headshots:** Humanize your brand with photos of yourself.
- Font Palette:** Pick two or three fonts to use consistently throughout your website, social media graphics and other branding materials.
- Brand Personality:** Ensure your personal branding is a reflection of you.
- Brand Colors:** Choose a color palette that plays to the emotion you want your audience to feel and supports your brand personality.
- Blog Post Graphic:** Create a template for your blog posts.
- Email List:** Create a newsletter template to directly communicate with your audience.
- Community:** Engage with your audience and build genuine relationships.
- Competitors:** Identify the competitors in your industry and differentiate yourself.
- Blog Strategy:** Determine how often you will publish.
- Content Strategy:** Determine your primary topics and categories.
- Brand Language:** Learn to speak to your ideal audience in an authentic way.
- Brand Story:** Share your journey.
- Brand Balance:** Find a perfect balance of personal and professional posts on social media.
- Writing Style:** Discover a style of writing blog posts, emails and newsletters.
- Email Signature:** Include your contact information and your website URL.
- Brand Buzz Words:** Sum up your brand using three key words.