

# THE ULTIMATE BRANDING *Checklist*

- 1. Clear Mission
- 2. Target Audience
- 3. Brand Boundaries
- 4. Custom Domain Name
- 5. Logo
- 6. Business Cards
- 7. Creative Workspace
- 8. Font Palette
- 9. Brand Colors
- 10. Email List
- 11. Competitors
- 12. Content Strategy
- 13. Writing Style
- 14. Email Signature
- 15. Brand Buzz Words
- 16. Target Niche
- 17. Brand Values
- 18. Brand Colors
- 19. Custom Email Address
- 20. Website
- 21. Social Media
- 22. Photography Style
- 23. Professional Headshots
- 24. Brand Personality
- 25. Blog Post Graphic
- 26. Community
- 27. Blog Strategy
- 28. Brand Language
- 29. Brand Story
- 30. Brand Balance