



Personal Branding & Marketing Checklist

Tactics	Tasks & Tools	X
Brand ID	Color palette	
	Fonts	
	Logo	
	Tagline/Motto	
	Professional headshot/lifestyle photos	
	Business cards	
	Electronic letterhead	
Audience	Define your ideal client/customer and why	
	Describe what pain you are solving for your audience	
	Don't try to appeal to everyone — you're not chocolate 😊	
Niche	Articulate your niche expertise and /or unique point of view	
Message	Simple statement of why someone should choose to hire you	
Website	Responsive (mobile-friendly) design and structure	
	Search Engine Optimized (SEO) web content	
	Email acquisition product (visitors will trade their email address for this)	
Email	Email platform such as ConvertKit*	
	Professional email signature	
	Editorial calendar – what content you will send, when and why	
Contact list	Contact database	
Social media profiles	Facebook / Instagram / Twitter / LinkedIn / YouTube – Only wherever your audience hangs out	
Blog / YouTube / Podcast Content	Editorial calendar	
	List of Topics / Story sources	
	Format (written, video, audio, etc.)	
Collateral	Bio for proposals and speaking opportunities	
	Speaker sheet with topic descriptions	
	Print brochure or one-pager	
	Proposal template	
PR	Boilerplate bio/backgrounder for press releases and articles	
	List of trade publications, their editorial calendars and submission guidelines, to pitch and submit articles	
	List of Influencers – YouTubers, podcasters, bloggers, to pitch topics to cover as a potential guest or content contributor	
Events / Presentations	List & schedule of industry conferences and events	
	Identify opportunities to speak or present workshops	
	Conference networking strategy	
Book / E-book	Written content, with SEO-savvy title	
	Cover design	
	Choose on-demand platform (or traditional agent)	
	Print run – hardcopies to gift to clients	
Community / Industry involvement	Join relevant business / industry associations	
	Get involved with relevant non-profit / community organizations	

* ConvertKit is a Sticky Brand Lab affiliate. We use it, we like it, and we recommend it to other entrepreneurs.