



BRAND  
*Building*  
- CHECKLIST -

Insight  
WITHOUT *action*  
IS WORTHLESS

- MARIE FORLEO



[www.lilyhattingh.com](http://www.lilyhattingh.com)

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### A SMALL FYI:

Although I have listed the items here for you, I want you to understand that building your brand is a forever growing, evolving, expanding creature that you are going to create over time. A sort of moulding and shaping as you grow your business.

For that, I do not have a roadmap nor can that be listed on a “checklist”.

Use this document as a checklist which you can have handy. It will assist you in being pre-prepared and make it easy for communication, proposals, pitches, launches, you name it.

If you have any questions or suggestions to make this Brand Building Checklist even more thorough and grand, please share your insight and email to [hello@lilyhattingh.com](mailto:hello@lilyhattingh.com)

# DESIGN ELEMENTS

- Logo suite (eps, pdf, jpeg, gif or png)
- Business card/s (designed and printed)
- Signature for emails
- Secondary logo for social media (if needed, perhaps a watermark)
- 'Thank you' note cards
- Brand fonts
- Letterhead
- Invoice
- Professional photos of you (for your website, guest posts, social media)
- Professional photos of your products (if you're a product based business)
- Brand Style guideline showing exact:
  - Brand colors (dominant, light, dark, accent 1 and accent 2)
  - Fonts (headline, body and decorative)
  - Patterns

# COPY

- Brand statement
- Bio
- Mini bio for guest posts/appearances
- Social media tagline
- Written and edited (by a professional) product information
- Written and edited (by a professional) service information
- Website copy, products and/or services
- Opt in text
- Call to action text (and link)
- Footer text
- Newsletter copy
- Blog post copy (and content calendar)

# WEBSITE

- Professional photos of you, high resolution and low resolution for email
- Domain name (registered in YOUR name)
- Website hosting (no skimping on your hosting! It's super important!)
- Business email address (your domain name in the email address)
- Wordpress set up
- Sitemap, a map of how your pages on your site are linked
- Content for the website's pages
- Opt in box copy
- Opt in file (whether it be a pdf, mini ecourse, email or even a song)
- Design elements (side bar, blog post thumbnails, opt in)
- Plug ins:
  - SEO
  - Webmaster
  - Sitemap generator
  - Akismet/spam alternative
  - Backup buddy
- Integrate social media widgets
- Merchant accounts if selling online (paypal etc.)
- Search engine submission - Google, Bing, Yahoo
- Register Google maps
- Register Google analytics account
- Startup analytics dashboard in WordPress dashboard
- Weekly/monthly reports
- Check EVERY link AND check them again.

# SOCIAL MEDIA

	Design	Upload	Intergrate website
<input type="checkbox"/> Open account	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> LinkedIn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Youtube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Pintrest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Background image	<input type="checkbox"/>	<input type="checkbox"/>	

# MARKETING MEDIA

- Newsletter copy
- Content calendar
- Register & brand (Aweber, Mailchimp, Everlytic, Constant Contact)
- Your email list
- Import subscribers to bulk mailing system
- Design newsletter
- Send test
- Send to all
- Email reports

*dream* LIKE AN *eagle*  
*plan* LIKE A *mouse*

- DANIELLE LA PORTE



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Thanks for using my Brand Building Checklist. I hope it has helped you keep track of building your dream online brand!

If you have any questions or suggestions to make this Brand Building Checklist even more thorough and grand, please send an email to [hello@lilyhattingh.com](mailto:hello@lilyhattingh.com)

I love hearing from you!

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