



Personal Brand checklist

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PERSONAL BRAND CHECKLIST

Personal Branding is your golden ticket to connect with customers, enjoy your entrepreneurship and create long-term success. Below you'll find the key essentials of Personal Branding. Take a moment to see where you stand.

LET'S TALK ABOUT YOU

YES

NO

Do you have a clear vision on what you want to be known for and what your unique selling points are? And do your customers know what you stand for ?

LET'S LOOK AT YOUR BRAND

YES

NO

Does your brand have a recognizable image? Are you consistent with your tone of voice, visuals and overall brand experience ?

KNOW YOUR CUSTOMERS

YES

NO

Do you know who you are speaking to and what your customers' needs are? Are you aware of their challenges or pain points, and do you know how your product or service will help them?

CONNECT WITH YOUR CUSTOMERS

YES

NO

Do you know how to resonate with your customers and engage with them? Do you know how to use your brand stories to connect with your customers on an emotional level?

YOUR BUSINESS ACTIVITIES

YES

NO

Do you use your personal brand to guide your day-to-day business activities? Do you make decisions that are aligned with what matters most to you and your business?

YOUR BUSINESS GOALS

YES

NO

Do you set goals with your personal brand in mind? Are your goals empowering your personal brand and in line with your brand's message?

THE KEY ESSENTIALS

Personal Brand

In case you checked off any key essentials with a NO, here's what to do!

LET'S TALK ABOUT YOU

Write down what you want to be known for. What will people say about you?

Write down your unique selling points, be as detailed as possible!

Write down what matters to you most, including your values, needs and boundaries.

LET'S LOOK AT YOUR BRAND

Create a visual identity for your brand; fonts, colors, types of picture scenery etc.

Define your brand's tone of voice.

Describe the overall experience of your brand: the vibe, the emotions etc.

KNOW YOUR CUSTOMERS

Write down a customer profile so you know who you are speaking to.

Describe the needs or pain points of your customers.

Explain how your service or products serve the needs or pain points of your customers.

THE KEY ESSENTIALS

Personal Brand

In case you checked off any key essentials with a NO, here's what to do!

CONNECT WITH YOUR CUSTOMERS

Describe how you will resonate with your customers

Describe how you will engage with your customers

Describe for each of your brand stories how it will help you connect with customers.

YOUR BUSINESS ACTIVITIES

Explain how your personal brand guides your day-to-day activities.

Describe how your day-to-day activities look like.

Describe how you'll align decisions with what matters most to you and your business.

YOUR BUSINESS GOALS

Set goals with your personal brand in mind.

Describe how these goals empower your brand.

Describe why your goals are in line with your brand's message.

DO YOU NEED HELP?

I'VE GOT YOU!

With my **Personal Brand Kit**, you'll be able to tick off all the key essentials from your checklist.

From having a **clear vision** for your business that helps you tackle any challenges, to being authentic and **standing out in the crowd**, you will have all you need to level up your Personal Brand and **start attracting new customers** with ease.



TAKE ME THERE!

MOD.01

Learn the basics of personal branding, get rid off common misconceptions and gain confidence by getting your mindset right.

MOD.02

Find out what matters to you most, feel less lost by gaining more focus and connect with your brand on a deeper level to maximize your success.

MOD.03

Create a visual identity and character for your brand and learn how to use all this knowledge to attract and connect with your audience.

MOD.04

Get to know your target audience inside and out! Map out their needs and pain points so you know exactly what to bring to the table to serve them well.

MOD.05

Gain focus and create a vision that will set the tone for everything you do; from daily activities to long-term goals. Add your Unique Selling Points to the mix, and your Personal Brand is all set to go!

BONUS

I'll share with you three things I do to keep myself and my personal brand on point. On top of that, you'll get my list of recommended books to read. Forever stay curious, have fun and keep on learning!

LET'S STAY IN TOUCH!

Let's stay connected! Feel free to reach out to me with any questions or comments or simply to share your progress. I look forward to hearing from you!



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