**BRANDING CHECKLIST:**

Use this check list below to make sure your brand is saying what you want it to say. YOU have to be clear in how you want people to FEEL when they interact with your brand. We have many ‘little’ ways that our brand is out in the world so it’s up to you that it is CLEAR, POWERFUL, CONSISTENT AND ON BRAND:

* Email signature
* Newsletter or

​ ​

* ezine
* Tagline
* JVs or Referral Partners that you choose
* Presentations
* Advertisements
* Networking – how you speak about yourself
* Speeches
* Outgoing voice mail greeting
* ​Pinterest Memes
* Brochures or collateral
* Worksheets and handouts
* ​Media ​article/blogs
* Client gifts (physical)
* Website freebie/Free capture​
* Direct mail
* Website Home page
* About Us page
* Call to Action/services on Contact Us page
* The signage in your office/space
* Coupons or Gift Certificates

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* Press releases
* Surveys
* Packaging of your products
* Name tags
* Receipts and Invoices
* Other stationery and business forms
* Envelopes or external packaging
* Thank you notes
* Business card
* Proposals for Sponsorships/Events​
* Shopping cart or point of purchase
* Social media profiles
* Speaker’s intro (how people introduce you)

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