

Brand CHECKLIST

DATE: _____

№	ACTIVITIES	<input checked="" type="checkbox"/>
1	DEFINE YOUR UNIQUE VALUE PROPOSITION (UVP)	<input type="checkbox"/>
2	UNDERSTAND YOUR TARGET AUDIENCE	<input type="checkbox"/>
3	DEVELOP A CONSISTENT PERSONAL BRANDING MESSAGE	<input type="checkbox"/>
4	CHOOSE YOUR BRAND AESTHETICS	<input type="checkbox"/>
5	CREATE A PROFESSIONAL ONLINE PRESENCE	<input type="checkbox"/>
6	CONTENT STRATEGY	<input type="checkbox"/>
7	ENGAGE WITH YOUR AUDIENCE	<input type="checkbox"/>
8	NETWORKING AND COLLABORATION	<input type="checkbox"/>
9	PERSONAL DEVELOPMENT	<input type="checkbox"/>
10	FEEDBACK AND ADAPTATION	<input type="checkbox"/>
11	CONSISTENCY ACROSS ALL CHANNELS	<input type="checkbox"/>
12	LEGAL CONSIDERATIONS	<input type="checkbox"/>
13	LEVERAGE TESTIMONIALS AND ENDORSEMENTS	<input type="checkbox"/>
14	UTILIZE STORYTELLING IN YOUR BRANDING	<input type="checkbox"/>
15	FOCUS ON THOUGHT LEADERSHIP	<input type="checkbox"/>
16	MONITOR YOUR ONLINE REPUTATION	<input type="checkbox"/>
17	INTEGRATE SOCIAL RESPONSIBILITY	<input type="checkbox"/>
18	MAINTAIN WORK-LIFE BALANCE	<input type="checkbox"/>
19	INVEST IN PROFESSIONAL BRANDING SERVICES	<input type="checkbox"/>
20	ANALYZE AND ADAPT TO MARKET TRENDS	<input type="checkbox"/>