



THE TRUESELF BRANDING LIST

Consider where you stand with each point. Are there any that you've confidently conquered? Then, follow the list (love lists) to fill in what's missing in your strategy. Of course, I have a plan if you need help!

- Get a great logo¹. Put it on everything.
- Brand every aspect of your business, biz cards, website, social media profiles, email signature, everything².
- Write down your brand messaging³. What are the key messages you want to communicate about your brand?
- Create a "voice"⁴ for your company that reflects your brand in the visual imagery of all materials, online and off.
- Develop a tagline⁵. Write a memorable, meaningful and concise statement that captures the essence of your brand.
- Create brand standards⁶ for your marketing materials. Using the same color scheme, logo placement, look and feel throughout.
- Be consistent⁷. Consistency will determine how successful you will be with your branding.

¹ Great, easy for you to say. I know tips, trick and economical ways to get a logo going for you.

² This calls for another list! Determine which specifics you need for your business and what social media speaks to your clients and then we'll set up a branding whirlwind to get it all done.

³ Working out your mission statement you need to bounce those ideas around. I'm a great bouncer off-er.

⁴ Is your brand friendly? Conversational? Is it ritzy? Formal? Choose the tone of your voice, making it truly yours.

⁵ A tagline, like a logo, takes a little more elbow grease but the payoff is a thousandfold.

⁶ You might think this is an advanced skill, but it is part of the brand consistency that makes your brand bulletproof.

⁷ Consistency is the icing on the cake, the bubbles in the champagne, if you are not consistent, you are not winning at branding.

If all this branding stuff is overwhelming, but you know that you need it - maybe learning a new language is a challenge for you or you just don't have the time to be creative, The TrueSelf Branding Day is for you!

This list can give you a good overview of what you've got right and what needs a little work. This is great, like having a GPS telling where to go next! Let's get this done together. Join the TrueSelf Branding Day at [The Addison in April 2020](#).

Can't wait till April? You can get [private attention](#) now....

