

The Complete
BRANDING
WORKSHEET

CLOVER & KITH

WELCOME

Hi there!

Thank you for downloading The Complete Branding Worksheet! You're already one step closer to building your brilliant new brand.

When it comes to building a successful brand, there's more to it than meets the eye. Whether you're starting a new business or need clarity around an existing one, this checklist will help determine if your brand has what it needs to attract your dream clients, over and over again, for years to come.

Once you've completed the Branding Worksheet, I invite you to schedule a free discovery call with me to see how we can level up your brand, together.

The Complete BRANDING WORKSHEET

BRAND STRATEGY

- Business Name
- Tagline/Slogan
- Write your Mission Statement
- Identify Target Audience
- List your Dream Client(s)
- List your Competitors
- Craft your Products/Services
- Price your Offerings
- List your Differentiators

BRAND PERSONALITY

- Determine your Brand's Purpose
- Write your Brand Story
- Write down 1,3, and 5-Year Goals
- List your Brand's Core Values
- Establish Your Brand Voice
- Write your About Page
- Write your Professional Bio
- Pick 5 Relevant Subjects to Talk about on Your Blog, Social Media

VISUAL BRAND IDENTITY

- Primary Logo
- Secondary Logos/Logo Variations
- Color Palette
- Brand Fonts
- Favicon
- Social Media Profile Graphics
- Business Cards
- Brand Photography
- Stock Photography
- Brand Style Guide

DIGITAL PRESENCE

- Domain(s) Reserved
- Email Account(s) Set Up
- Claim Social Media Handles
- Finalize Website Copy
- Website Design/Development
- Set Up Google Business Profile
- Curate Social Media Accounts
- Create Content Calendar

NOW WHAT?

FEELING A BIT OVERWHELMED BY THIS CHECKLIST? TOTALLY NORMAL!

Believe it or not, I was right there with you not too long ago, and still find myself going through the different steps as my brand grows and evolves.

If you're feeling like you need all the things but don't know where to start, fear not, I'm in your corner!

As your Brand Expert & Creative Consultant, I am committed to providing you with all the tools necessary so you can feel confident in what you put forth in representing your brand.

READY TO DIVE IN?

Schedule a free 15-minute discovery call with me at www.cloverandkith.com/contact to see if a collaboration is in the books!

