

CHECKLIST

Get Started With Branding



Take a pen and recall the steps to build your startup brand. Check your progress below.

Let's begin!

- ☐ Define the purpose of your brand and your "why?" Make it authentic to yourself.
- ☐ Do your market research. Research your customers and competition.
- ☐ Identify your target audience and specify their demographics, purchasing power, geography, behaviors and psychographics.
- ☐ Write your brand positioning statement, showing what your business does, for who and your unique selling proposition.
- ☐ Define your brand's personality, voice and tone. Ensure that these are consistent.
- ☐ Create your brand name.



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- ☐ Develop your brand visuals and design. Identify the typography, color, form and shape of your brand.
- ☐ After which, incorporate this to your logo, packaging, website and other elements of your business.
- ☐ Create your brand slogan. Keep it concise!
- ☐ Develop an internal branding strategy that is clear and motivating to your employees.
- ☐ Have a clear and engaging brand story. Be authentic and consistent.
- ☐ Grow brand partnerships and incorporate social media into your branding strategy.

