



PERSONAL BRANDING



Checklist

Use this personal branding checklist to rate yourself. There are 25 points total!

If you can't get at least **ten** points, I recommend that you try out my **FREE 5** day email course or my full intensive online course, xoxo!

- branded key words +1
- your brand story, why are you doing it? +1
- your sweet spot +1
- professional head shots +1
- domain/email/hosting +3
- personal business cards +1
- email signature +1
- social media (consistent bio, profile, handles, header, colors) +5
- visuals (colors, fonts, graphics, mood board, brand styling guide) +5
- personal website +1
- value proposition +1
- logo +1
- update your resume +1
- elevator pitch +1