

YOUR BRANDING CHECKLIST

What is Brand Strategy?

FINDING BRAND MAGIC



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Hey Entrepreneur,

Is your brand built to last or is it just floating online, unnoticed and unrefined? Whether you're launching something new or trying to gain traction, this checklist will help you assess where your brand stands and what you can improve — starting today.

Use this as a diagnostic tool. Print it. Score yourself. And let us know if you need help.

The Brand Health Checklist

1. Do you have a professional logo with variations?

- Main logo, icon, and stacked version
- Works on light & dark backgrounds
- SVG/PNG format

☐ **Yes**

☐ **Needs work**

2. Do you use consistent colours, fonts, and imagery?

- Colour palette (with hex codes)
- Typography hierarchy
- Photography or design style

☐ **Yes**

☐ **Needs work**

3. Is your messaging clear and compelling?

- One-liner elevator pitch
- Tagline or slogan
- Mission and values

☐ **Yes**

☐ **Needs work**

4. Do you know your ideal customer?

- Target market (demographics & psychographics)
- Clear customer pain points
- Positioning that addresses their needs

☐ **Yes**

☐ **Needs work**

5. Is your website mobile-friendly and SEO-optimised?

- Loads fast on all devices
- Indexed by Google with keywords
- Includes call-to-actions and trust signals

☐ **Yes**

☐ **Needs work**

6. Are you showing up consistently on social media?

- Minimum 3x posts per week
- Visual consistency with brand kit
- CTA and engagement-focused posts

☐ **Yes**

☐ **Needs work**

7. Do you collect reviews and testimonials?

- Google reviews, social proof, or case studies
- Screenshots or video testimonials
- Displayed on your website or socials

☐ **Yes**

☐ **Needs work**

8. Are you sending email campaigns or newsletters?

- Simple email design template
- Subscriber list with opt-ins
- Regular updates, promotions, or education

☐ Yes

☐ Needs work

9. Do you look trustworthy and credible online?

- Custom domain and professional email
- Active Google Business Profile
- Branded packaging or digital assets

☐ Yes

☐ Needs work

10. Do you have systems in place to scale?

- Ready for more traffic or orders
- Delegation-ready (templates, guidelines)
- Tools for automation and analytics

☐ Yes

☐ Needs work

Bonus Scorecard:

Give yourself 1 point for every "Yes."

- **8-10:** Your brand is in great shape! Time to scale.
 - **5-7:** You're on the right track. Let's refine.
 - **0-4:** Your brand is vulnerable. Let's fix that!
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Need help improving your score?

Book a free chat by clicking [HERE](#).

Let's get your brand aligned, polished, and ready for real success.

Stay visible. Stay valuable. Stay unforgettable.

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