

# *Personal Branding*

## Checklist

- |   | <b>Additional</b>        |
|---|--------------------------|
| <input type="checkbox"/> Define your brand purpose                |                          |
| <input type="checkbox"/> Identify your target audience            | <input type="checkbox"/> |
| <input type="checkbox"/> Craft your brand message                 | <input type="checkbox"/> |
| <input type="checkbox"/> Choose your brand colors                 | <input type="checkbox"/> |
| <input type="checkbox"/> Create your brand logo                   | <input type="checkbox"/> |
| <input type="checkbox"/> Develop your brand voice                 | <input type="checkbox"/> |
| <input type="checkbox"/> Build a personal website                 |                          |
| <input type="checkbox"/> Establish your social media presence     |                          |
| <input type="checkbox"/> Network with industry peers              |                          |
| <input type="checkbox"/> Create your content strategy             |                          |
| <input type="checkbox"/> Monitor your online reputation           |                          |
| <input type="checkbox"/> Attend industry events                   |                          |
| <input type="checkbox"/> Collaborate with influencers             |                          |
| <input type="checkbox"/> Seek feedback, improve                   |                          |
| <input type="checkbox"/> Maintain your personal brand consistency |                          |