



Your Brand Checklist

- Write a manifesto that expresses your brand's beliefs and values**
- Empower employees to become your brand ambassadors**
- Identify why someone should buy from you and not your competitors**
- Complete a Buyer Persona template and get to know your audience**
- Craft and share your brand's unique story**
- Develop your brand's personality**
- Find your brand voice and use it across your promotional materials**
- Design your brand's look based around its attributes**
- Make exclusive Business Cards to make a great impression every time**