

Branding

checklist

Define Your Brand → What are the values of your brand?

Identify Your Strengths → What differentiates you from your competitors?

Know Your Target Audience → Who do you want to reach with your products or services?

Create Your Brand Story → How do you tell people what you do and why you do it?

Find Your Voice → How do you connect with your audience?

Design Your Look → How do you represent yourself visually?

Be Consistent → Is your branding consistent across all your platforms?

Business Plan

checklist

Business Summary

- business vision
- company profile
- mission statement
- objectives
- products & services

Marketing

- marketing objective
- sales strategy
- promotional tactics
- brand voice
- brand messaging
- competition review

Ideal Clients

- define your target audience
- identify your ideal customer's goals and values
- identify what are their challenges and pain points?

Milestones

- top 5 goals
- key milestones
- prioritized to-do list

Strong Mission

statement

1. What do you do?
2. Why you do it?
3. Who do you do it for?
4. How do you offer your solution to your customers' problems?
5. What message are you trying to send?
6. What underlying values do you believe?
7. Why did you get started?
8. What are your strong points?
9. What do you want to be known for?
10. What are you most excited to create?

6 Fundamentals of Business

management

1

MARKETING

2

FINANCE

3

ACCOUNTING

4

STRATEGY

5

OPERATIONS

6

TEAM

Top 5 Goals Progress

index

GOAL 1:

Start Date _____ Deadline _____

| | | | | | | | | | | |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| Goal Progress | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100% |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|

GOAL 2:

Start Date _____ Deadline _____

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|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| Goal Progress | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100% |
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GOAL 3:

Start Date _____ Deadline _____

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|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| Goal Progress | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100% |
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GOAL 4:

Start Date _____ Deadline _____

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|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| Goal Progress | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100% |
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GOAL 5:

Start Date _____ Deadline _____

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|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| Goal Progress | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100% |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|

Notes

space

My Brand *strategy*

