

Personal Branding Checklist for First-Time Entrepreneurs

1. Define Your Brand Foundations

- Define your mission in one sentence: Why do you do what you do?
- List your top 3-5 core values (e.g., transparency, creativity, innovation)
- Identify your target audience: Who are you helping, and what problem are you solving?
- Write your origin story: What led you to become an entrepreneur?
- Choose your niche or category (e.g., sustainable fashion, tech for small businesses)

2. Shape Your Personal Brand Voice

- Decide on your tone: (e.g., confident, empathetic, disruptive, insightful)
- Draft a personal and business bio (short and long versions)
- Write 3 post ideas that reflect your journey, values, and industry expertise
- Identify 2-3 content pillars: (e.g., motivation, tips/education, behind-the-scenes)
- Set language rules: What words/phrases should you always or never use?

3. Design Your Visual Identity

- Choose your brand colours (stick to 2-4 for consistency)
- Pick 1-2 fonts for posts, presentations, and your website
- Create or choose a logo (if applicable)
- Use a consistent headshot or brand photo across all platforms
- Decide on your content style (e.g., clean, vibrant, minimalist, bold)

4. Build and Optimise Your Online Presence

- Update your LinkedIn, Instagram, X (Twitter), TikTok, and website bios
- Add a call-to-action or link to your portfolio, calendar, or contact form
- Set up a simple website or landing page (even if it's one page)
- Choose 1-2 platforms to start showing up on consistently
- Connect your personal profiles to your business profiles where relevant

5. Plan for Consistency

- Create a 30-day content plan (or weekly post schedule)

- Use a content calendar to stay on track
- Schedule time weekly to engage with your audience (comments, DMs, collabs)
- Batch-create content to reduce burnout
- Track your most engaging posts to guide future content

6. Monitor, Get Feedback, and Evolve

- Ask for feedback from your audience or mentors quarterly
- Set KPIs (followers, email subscribers, website visits, content saves)
- Audit your brand every 3-6 months - Does it still reflect you and your goals?
- Stay informed on trends - but filter everything through your brand identity
- Revisit your 'why' to realign when needed

Bonus: Tools to Support Your Brand

- Design & Branding: Canva, Adobe Express, Coolors
- Content Planning: Notion, Trello, Google Sheets
- Scheduling: Buffer, Later, Metricool
- Website Building: Carrd, Wix, Squarespace, Notion + Super
- Analytics: Google Analytics, Instagram Insights, LinkedIn