



ELITE

Rhonda Swan

Branding
Cheat Sheet

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Step 1

What makes you unique?

Start with your story.

Shoot a video of your story - watch it, then listen in 3rd person.

Write your story for Facebook using the Story Telling Outline or share on your blog or in a video.

Step 2

What do you want to be known for?

A skill, product, specialty, educator, inspirational, motivational?

As you are writing, think how you want to be seen by your audience in the future.

Where you start now, may be different from where you will be in 6 months. Embrace where you are right now.

Step 3

What tagline defines you?

Should be no longer than 4-7 words.

Brain storm here and bring your top 3 ideas.

Step 4

What niche can you target that is congruent with your brand?

Choose 1-3 niches or 3 customers (no more to start)

What activities do they do?

What books do they read?

What are their values?

What are 3 main problems they are looking to solve?

Step 5

Imaging that expresses you and your brand

For personal brands, using your personal image is recommended for use on your blog or website.

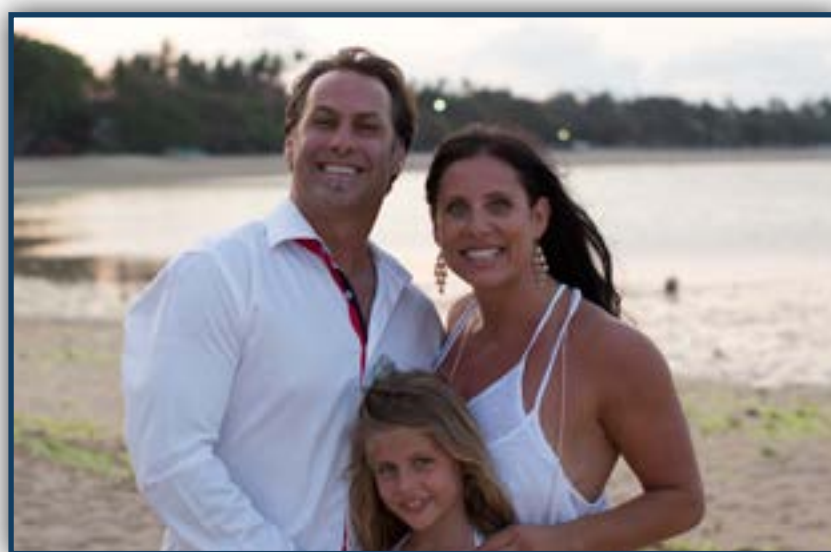
Bring a high resolution picture with you that you can use for an ad.

Step 6 **Color and graphic logo design**

What colors resonate with you?

Write down your ideas for color, graphics and imaging and submit an idea to a graphic designer on [fiverr.com](https://www.fiverr.com) or 99 Designs.

Not every brand has to have a logo, this will come to you as you develop, but starting to identify your branded



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