

# THE ENTREPRENEURIAL BRANDING STARTER CHECKLIST



**A CHECKLIST THAT GUIDES YOU TO STRATEGICALLY AND INTENTIONALLY BUILD YOUR BRAND ON YOUR ENTREPRENEURIAL JOURNEY SO THAT YOU CAN THRIVE AND SHINE, LEAVING AN UNFORGETTABLE IMPACT ON YOUR PATH TO SUCCESS.**

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Breaking away from full-time employment and embarking on the entrepreneurial journey is a bold step. It takes courage, confidence, and clarity to start and consistently stay on the path.

Especially at the beginning, you might feel lost and overwhelmed. There are so many aspects to consider when starting a business. One of the most important aspects is to create YOUR brand.

Without a brand, you're a commodity. And that is not what you want, right?

You want to shine, break through the clutter, and stand for something.

You want to win the hearts and minds of your audience, and make a difference in their lives!



## This starter branding checklist:

- provides you with an orientation for how and where to start when it comes to branding
- relieves you from overwhelm as it sheds some light on the unfamiliar and
- helps you take action toward what you always dreamed about - becoming a shining and thriving entrepreneur.



## Building your Brand demands a holistic approach.

It encompasses more than just a logo and a set of colors, which are important but are only the tangible elements of a brand. These are decided on much further down the road of your entrepreneurial journey. The building process starts much earlier. You start by obtaining the mindset of a business owner and getting clear about who you are as a person and what makes you be at your best. Only then you are ready to build your company brand identity with all the components it needs, such as a name and a logo, and your colors.



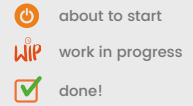
*“When it’s done right, branding essentially does the selling for you.”*




— Gary Vaynerchuck









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The following list contains 23 prompts (in this specific order) for you to check off as you build your brand on your entrepreneurial journey.




I ACCOMPLISHED... / I UNDERSTAND... / I'M AWARE OF...				
1	<b>My vision statement</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	<b>My big "WHY", my higher purpose, my guiding star</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	<b>My mission statement</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	<b>My core values</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	<b>Turned deeply rooted limiting beliefs into empowering statements</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	<b>The professional moments I think and feel I'm at my best</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	<b>The private moments I think and feel I'm at my best</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	<b>I'm fully aware of my strengths, skills, and capabilities</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	<b>The standards I hold myself to</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	<b>My brand style that empowers and allows me to be my best with others</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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I ACCOMPLISHED... / I UNDERSTAND... / I'M AWARE OF...		  
<b>11</b>	<b>The industry and the category I am participating?</b>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>12</b>	<b>My company brand identity:</b> <ul style="list-style-type: none"> <li>• <b>visual brand elements - the look</b>    <ul style="list-style-type: none"> <li>◦ <b>brand name</b> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></li> <li>◦ <b>logo</b> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></li> <li>◦ <b>brand colors</b> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></li> <li>◦ <b>tagline</b> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></li> </ul> </li> <li>• <b>non-visual brand elements - the feel</b> <ul style="list-style-type: none"> <li>◦ <b>what do I want people to feel about my brand?</b> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></li> </ul> </li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>13</b>	<b>My ideal client(s) I serve</b>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>14</b>	<b>My clients' pain</b>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>15</b>	<b>My clients' desires - needs to satisfy</b>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>16</b>	<b>How I serve my clients - the services, the products I offer</b>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>17</b>	<b>My differentiation factors</b>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>18</b>	<b>My competitive advantage</b>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>19</b>	<b>My brand positioning statement</b>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<b>20</b>	<b>My value proposition statement</b>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

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I ACCOMPLISHED... / I UNDERSTAND... / I'M AWARE OF...		  
21	<b>My original story</b>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
22	<b>My messaging strategy</b> <ul style="list-style-type: none"><li>• my primary content</li><li>• my primary SM channels</li><li>• my supportive channels</li></ul>	   <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
23	<b>My business model</b>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Perhaps you have not started some of these tasks. Others may be works in progress or already accomplished.

Now that you know where you are on your brand journey, you may still not be quite sure

- if you're heading in the right direction,
- if your brand is strong enough,
- if you could have done anything differently,
- how to start this or that in the process, or what is still missing.

**If you can't move forward,**



**reach out to me, I'd love to be your guide on your entrepreneurial branding journey!**

# ILLUMINATING BRILLIANCE



TOGETHER, WE GO  
DEEP AND UNLOCK  
YOUR FULL  
POTENTIAL TO LET  
YOUR BRAND SHINE.

*Brigitte*

Global & Personal Brand  
Identity Strategist

I'M HERE FOR YOU!  
[bb@bridgetbrands.com](mailto:bb@bridgetbrands.com)

