

How to Create YOUR BRAND & PROPERLY MARKET IT



MAXXTELL CREATIONS, LLC
Graphic Design Services

Property of Maxxell Creations, LLC

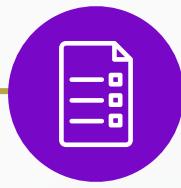
www.maxxellcreations.com

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Brand Personality Adjectives

Pick the adjectives that apply to your brand personality

<input type="checkbox"/>	Adventurous	<input type="checkbox"/>	Empowering	<input type="checkbox"/>	Playful
<input type="checkbox"/>	Ambitious	<input type="checkbox"/>	Energetic	<input type="checkbox"/>	Professional
<input type="checkbox"/>	Bold	<input type="checkbox"/>	Flirty	<input type="checkbox"/>	Quirky
<input type="checkbox"/>	Calm	<input type="checkbox"/>	Fresh	<input type="checkbox"/>	Radiant
<input type="checkbox"/>	Cheerful	<input type="checkbox"/>	Glamorous	<input type="checkbox"/>	Relaxing
<input type="checkbox"/>	Clean	<input type="checkbox"/>	Innovative	<input type="checkbox"/>	Rustic
<input type="checkbox"/>	Confident	<input type="checkbox"/>	Invigorating	<input type="checkbox"/>	Sleek
<input type="checkbox"/>	Dainty	<input type="checkbox"/>	Minimal	<input type="checkbox"/>	Sophisticated
<input type="checkbox"/>	Daring	<input type="checkbox"/>	Modern	<input type="checkbox"/>	Spiritual
<input type="checkbox"/>	Elegant	<input type="checkbox"/>	Natural	<input type="checkbox"/>	Vibrant



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Basic Graphics & Content Checklist



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Ensuring the following key areas are identified. These items play a major role in creating your full brand story.

For Your Branding

1. A color palette you consistently apply across your content, website and online portal/library (where your product lives)



2. A font set (2-3 fonts) you consistently apply across your content, website and online portal/library



3. A professional looking logo, flexible to use across your content, website and online portal/library



4. A professional looking favicon (small icon) that displays at the top of all your website and portal pages



For Your Social Media

5. Headshot or logo for all your profile photo thumbnails



6. Branded cover banners for all your profiles (and groups)



7. Story highlight icons in your brand colors



8. Helpful educational posts/stories/reels that provide value



9. Engaging relatable posts/stories/reels that drive interaction



10. Promotional posts/stories/reels to showcase your offers and drive traffic to your website landing & sales pages





WEEKLY REFLECTION

What did I achieve this week?

WEEK 1
WEEK 2
WEEK 3
WEEK 4
WEEK 5

What did I learn this week?

WEEK 1
WEEK 2
WEEK 3
WEEK 4
WEEK 5

What made me happy this week?

WEEK 1
WEEK 2
WEEK 3
WEEK 4
WEEK 5

What was challenging this week?

WEEK 1
WEEK 2
WEEK 3
WEEK 4
WEEK 5

Best moment of the week:

WEEK 1
WEEK 2
WEEK 3
WEEK 4
WEEK 5

Intentions for next week:

WEEK 1
WEEK 2
WEEK 3
WEEK 4
WEEK 5

Next Steps...

**Schedule your
Complimentary
Consultation Strategy
Session, so that we can
review this checklist,
strategize a marketing
plan, and enhance your
brand presence.**



SCAN the QR Code above or text
"Brand" to 804-415-8056

*Embrace these Life-changing
habits to start your day better,
being more productive and set
yourself up for success*