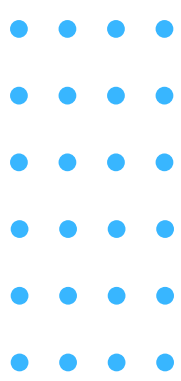


# PERSONAL BRAND DEVELOPMENT CHECKLIST



## CLARIFY YOUR BRAND POSITIONING


- ☐ Define your niche, industries, specialties
- ☐ Write a clear positioning statement (what you do, for whom, why it matters)
- ☐ Identify your core values and work style
- ☐ List projects or roles you want more of

## AUDIT YOUR ONLINE PRESENCE

- ☐ Google yourself and note what shows up
- ☐ Update your LinkedIn headline, summary, and featured section
- ☐ Check bios, profile photos, and links across platforms
- ☐ Remove outdated content or irrelevant accounts

## BUILD OR REFRESH YOUR WEBSITE

- ☐ Pick a platform that fits your goals (e.g., Webflow, quarespace, WordPress)
- ☐ Write an About page that's personal and professional
- ☐ Showcase recent work with brief context and outcomes
- ☐ Add clear calls-to-action (contact, book a call, download, etc.)



# PERSONAL BRAND DEVELOPMENT CHECKLIST



## DEVELOP YOUR CONTENT STRATEGY

- ☐ Choose 3–4 themes that reflect your expertise
- ☐ Draft post ideas aligned with your brand voice
- ☐ Repurpose past work into thought leadership content
- ☐ Create a cadence (e.g., 2x/month LinkedIn, 1 blog/quarter)

## STRENGTHEN YOUR VISUAL IDENTITY

- ☐ Choose a color palette and font pairing
- ☐ Update your headshot and social banners
- ☐ Create templates for case studies, decks, and social posts
- ☐ Align visuals with tone—professional, creative, approachable

## GATHER PROOF AND BUILD CREDIBILITY

- ☐ Collect testimonials that show how you work
- ☐ Highlight measurable outcomes from key projects
- ☐ List certifications, talks, or publications
- ☐ Ask for LinkedIn endorsements or skill tags