

Your
PERSONAL BRANDING
Checklist



PERSONAL BRANDING FOR YOUR BUSINESS



We all LOVE a good checklist right!??

Something that keeps us on point, is useful and that gives us the incredible feeling of accomplishment when we 'tick' things of our To-Do List...

Or is that only me (lol)

Many people think of a Personal Brand as being flashy, having a sleek website. Mind you, I've literally JUST finished my brand spanking new 2025 website and not gonna lie...Ima kinda obsessed with it!

BUT, a real Brand is an EXPERIENCE.
It's a JOURNEY.

It's the feeling you want to take your clients and customers through, because you know that what you have for them is either: useful, of some value and or benefit for them and you enjoy the action of 'kindness'.

So enclosed is my top 9 things EVERY Personal Brand needs to be clearly defined so their clients, customers, tribes, fall in love with them over and over and over again...

Got your Red Marker pen ready Friend!??

Let's GOOOOOOOOOOOOOOOOOOO!

My Personal Brand

CHECK LIST

- ☐ HAVE I CREATED AN EMOTIONAL CONNECTION WITH MY AUDIENCE?
- ☐ DOES EVERY INTERACTION LEAVE AN IMPRINT ON MY AUDIENCE?
- ☐ WHAT DO PEOPLE SAY ABOUT ME WHEN I'M NOT IN THE ROOM?
AM I CREDIBLE? CONSISTANT? ALWAYS STRIVING FOR EXCELLENCE?
- ☐ WHAT IS THE NARRATIVE (STORY) THAT I HAVE CRAFTED AND DOES IT ALIGN WITH MY VISION?
- ☐ WHAT ARE MY CORE VALUES? ARE THEY ETCHED INTO EVERY PART OF MY BRAND?
- ☐ IS MY COMMUNICATION DONE IN A WAY THAT MATTERS?
- ☐ AM I INSPIRING? EMPOWERING? IN MY WORKPLACE CULTURE THAT I CREATE?
- ☐ WHAT SETS ME APART AND DIFFERENTIATES ME FROM MY COMPETITION?
- ☐ IS THE FUTURE THAT I AM BUILDING, AUDACIOUSLY DRIVING MY EVERYDAY ACTIONS?

Over to You!

Your turn Friend....

I now how difficult it is to really make your Brand stand out, but these 9 elements are the 9 Commandments that I always come back to when I began shaping my Brand and continue to check-in with for my certainty and conviction that I am on the right track..

Remember, your logo is JUST the tip of the iceberg. Instead of focusing on the TIP, always go for the DEPTH.

Dive deeper, and your Brand will resonate longer.



HERE'S TO THE DREAMERS

THE UNICORNS, THE ONE'S LIVING THEIR LIVES WITH

AUTHENTICITY. VULNERABILITY.

AND A SENSE OF KNOWING THAT WHAT THEY DEEPLY DESIRE IN THEIR SOUL,
TRULY IS POSSIBLE. MAY WE

REFUSE THE NEGATIVE

REBUKE THE MYTHS

AND CHEER ON OUR FELLOW DREAMERS WITH GLASSES RAISED HIGH, AND
CELEBRATE EVERY WIN LIKE A 'DROP-IT-LIKE-IT'S-HOT' PARTY FROM 1999.

WE BELIEVE IN

RESPECT. TRUST. LOVE.

AND THE CHALLENGE OF ENDLESS CURIOSITY TO CHANGE NOT JUST OUR
WORLD, BUT ALL THOSE AROUND US.

OUR PASSION

TRANSFORM IDEAS INTO REALITY

MAY OUR HEARTS AND OUR MINDS BE FILLED WITH JOY AS WE GROW,
FLOURISH AND ATTRACT TOGETHER.

WE PROMISE TO ALWAYS LIVE LIFE

WITH KINDNESS. HONESTY.

& . FEARLESSLY.



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www.melissamillsstudio.com.au
M - 0450 781 007
melissa@melissamillsstudio.com.au