

Online Brand Building Checklist

I'm Pamela Wilson, and I help you turn your hard-earned expertise into a powerful online business so you can achieve your BIG goals — without giving up freedom and flexibility.



What is your brand, really?

“Your brand is how your business shows up in the world to serve a specific group of people.”

Check Off These 5 Things to Begin Building Your Brand

If you're unsure how to check off any of these items, re-visit the resources on the post, [Does Your Online Brand Really Make You Successful?](#) or keep reading on the next page.

- 1. You know your ideal customer. They have a challenging problem your business can help solve. They want to solve the problem. And they can afford to pay for a solution!
- 2. You've decided whether you'll build a personal brand, a business brand, or a hybrid of both.
- 3. You've found a business name you like — and a domain name that reflects it.
- 4. You've chosen your brand fonts.
- 5. You've chosen your brand colors.

Read on for more guidance on these five steps.

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Dive deep into the five steps with the brand-building advice that follows.

1. Target, target, target your ideal customer

Your first step — before you make any marketing plans for your business — must be to spend some time discovering all you can about your ideal customers, your ‘target market.’



Your target market is made up of people who **need**, **want** and **can afford** your product or service. The *can afford* part of the equation is important! They need to have the means to spend money on what your business offers.

2. Consider carefully what kind of brand you'll build

One of the first decisions you'll need to make is whether you want to build a personal brand or a business brand.



A personal brand is built around you personally. It usually means you brand your business with your name.

A business brand is built around an identity you create for your business. It usually means you need to craft a name for your business that's independent of your personal name.

I believe there is a happy medium — **a hybrid approach** — and it's easier to pull off now than ever before. We can build our business brand and — simultaneously — work to establish our personal authority around a topic.

How? You create a business brand and then reach out to other business owners to help you spread the word about what you offer.

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You write guest posts, appear in interviews, speak, and personally spread the word about your business brand.

As you answer questions and convey information, your personal authority grows along with the awareness of your business brand.

If you can't decide between a personal or business brand, this hybrid approach may be the most flexible of all!

3. Find a business name that resonates with your ideal customer



I recommend you choose a business name that speaks to what you offer, but not too specifically. Why?

Because as your business develops, there's a really good chance that what you offer is going to evolve.

Let's say you're a caterer. You start out with a plan to offer catering for evening cocktail-type events, with the occasional family get-together and casual barbecue on the side.

But as it turns out, your mobile barbecue side gig starts to take off, and eventually you decide to focus on that, and stop offering the cocktail events.

In this scenario, if you named your business "Cocktails & Hors d'oeuvres Catering Co." you'd be in big trouble. That doesn't sound like a business that offers barbecue!

But if you name your business "Delectable Catering Co." you're all set. You're simply stating you offer delicious catered food, and not getting too specific about exactly what kind, or how it will be delivered.

That's the happy medium to aim for when looking for a business name. You want it to be

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flexible enough to grow and change as your business does.

The scenario above is the reason I love taglines. In your tagline, you can get as specific as you'd like. Taglines are easy to revise. They aren't a part of your legal business name, and can morph and change as your business does.

This combination — a strong business name that's not *too* specific, and a compelling tagline that goes straight to the heart of what you offer — is a powerful way to create a business name that will serve you well today, next year, and five years from now.

4. Pick two main colors

Now that you've figured out who you want to reach, and you've chosen the kind of brand you want to build, it's time to package it in a format that's compelling and professional.



One easy way to communicate your visual brand is to choose colors to represent your business, and use those colors consistently in everything you do online.

But where to start? There are millions of colors to choose from!

I recommend you pick two. There's a reason major corporations, sports teams, and even your local high school are all represented by two colors. They're easy to remember, and easy to use.

To put them to use, you simply choose from your short list of two colors whenever you apply color to your marketing materials. (By the way, you don't have to count black or dark grey among your two colors: you can use those for text and add your two colors to them).

Choose colors that are versatile and not too trendy. You want to be able to use them for years so they become associated with your brand.

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Remember to choose colors that are meaningful to your target market, and that communicate your product or service.

Don't shy away from obvious associations, either. For example, if you sell a product that's associated with "green" practices, you should use (you guessed it!) some version of green.

If you're stumped, get inspiration from the colors used for consumer goods your target market already purchases. Put all those market research dollars spent by large corporations to good use: let them influence your own business marketing.

5. Pick two fonts

Fonts are a great way to add some "personality" to your marketing messages.

They come in two main categories:

Serifs, which feature
little "feet" on their stems

Sans-serifs, which are
streamlined and modern

The best way to get the most impact when you're choosing fonts? Find two that blend well together, and use them in everything you do.

Those fonts will become associated with your brand over time. It's a subtle touch — like

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a person's accent when they speak — but it's unmistakable.

First and foremost, find fonts that are readable. When you've found a few you like, type out a full paragraph in the styles you'd like to compare. Look at them side-by-side and trust your eyes — which ones are most readable?

When perusing fonts, look for full “families” which include all the weights and styles. Look for regular or book weight, plus semi-bold or bold, italics, etc. The larger the font family, the more versatile it will be.

Discover how to build a
brand that attracts your
ideal customer. It's free!

GET BRANDING 101

