

THE FEMME BOSS BRANDING CHECKLIST

YOUR BRAND PLATFORM

- Business Name: _____
- Logo : _____
- Colors: _____
- Fonts: _____
- Tagline: _____
- Positioning: _____
- Statement: _____
- Brand Story: _____
- How To Hire Me Language: _____
- Other: _____
- Other: _____

WEBSITE

- Home Page: _____
- About Page: _____
- Services / Offerings / Product Page: _____
- Portfolio or Gallery Page: _____
- Contact Page: _____
- Other: _____
- Other: _____

PRINT

- Business Cards: _____
- Letterhead & Envelopes: _____
- Postcards: _____
- Posters: _____
- Folders: _____
- Brochures: _____
- Books: _____
- Invitations: _____
- Product Packaging: _____
- Other: _____
- Other: _____

IN-PERSON

- Trade Show Booth: _____
- Speaking Slides: _____
- Workshops: _____
- Conferences: _____
- Presentations: _____
- Personal Style: _____
- Promotional Products: _____
- Other: _____
- Other: _____

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DIGITAL

- E-Books: _____
- E-Courses: _____
- Downloadable Worksheets: _____
- Newsletter Template: _____
- Newsletter Sequences: _____
- Email Signature: _____
- Sales / Conversation Slides: _____
- Webinars: _____
- Presentations: _____
- Online Advertising: _____
- Other: _____
- Other: _____

PHOTOGRAPHY

- Headshots: _____
- Candid Working Shots: _____
- Product / Service Shots: _____
- Conceptual Shots: _____
- Interior Signage: _____
- Brand Video: _____
- Other: _____

SOCIAL MEDIA & CONTENT SHARING

- Blog: _____
- Podcast: _____
- Videos: _____
- Facebook: _____
- Twitter: _____
- Instagram: _____
- Pinterest: _____
- Snapchat: _____
- LinkedIn: _____
- YouTube: _____
- Live Streaming: _____
- Other: _____
- Other: _____

SPACE

- Interior Design (paint, lighting, layout): _____
- Interior Decoration (art, textiles, etc.): _____
- Interior Experience (music, smell, sounds): _____
- Exterior Signage: _____
- Interior Signage: _____
- Other: _____
- Other: _____