

CHECKLIST BEAUTIFUL + SMART

Business Branding for Authors,
Speakers and Experts



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I have asked myself the seven key questions that will help me narrow down my sub-niche--and brand

- I have taken a close, clear look at:
 - Myself, my lifestyle, mission and dreams
 - My ideal client's personality, lifestyle, mission and dreams
- I have ascertained:
 - Where she is now, compared to where I was, when I was struggling
 - Whether or not her story parallels mine
- I have pinpointed major connection points with this client
- I am ensuring my USP is unique enough
- I have gauged the amount of competition from other brands
- I have identified and tapped into core values that we both share
- I am making the most of the following to reinforce my brand:
 - Language
 - Visuals
 - Colors
 - Graphics
 - Quotes

☐ Headlines

☐ Music

☐ Fonts

☐ Style

☐ Special effects

☐ Other _____

☐ I am paying attention to the subtleties of color, when choosing a color palette for my website:

☐ Tone

☐ Intensity

☐ Saturation or transparency

☐ Softness or hardness

☐ Whether or not I need pure or diluted color

☐ Other _____

☐ I am aware that each color—and how they relate to each other—sends a mood and a message to my visitor

☐ I have determined:

☐ What values I want to convey

☐ What mood I want my visitors to pick up on

- What emotions and feelings do I want to evoke in my ideal client?
- I have studied the websites of peers and competitors to get an idea of color schemes I like
- I have created a Pinterest inspiration board for my brand
- I wrote my story in one go, before going back and editing or outsourcing its final polish
- I feel excited because I have shared my story, and scared to death to let people see the real me
- I have written:
 - A long version of my story
 - A short version of my story
 - A one or two-line version of my story that can double as my brand's mission statement
- My story includes:
 - What I do
 - Where I am coming from (my big 'why I do this')
 - A call to action
- I have studied long and short bios on Amazon Author pages and the backs of books
- I have made sure that even my short bio shares at least one fact on why I care about my visitor

- My one or two-line summary contains information on:
 - What I do
 - Why I do it
- I have created my true story to qualify my ideal visitor and disqualify the wrong one

Join the **Pam Perry Mentoring Program** and get more templates, checklists, videos and monthly calls – plus a private FB group where Pam answers your questions – LIVE... www.pamperrymentoring.com



The graphic features a woman with blonde hair, smiling, wearing a purple sequined top. To her left is a yellow diagonal banner with a pink pen icon. The text 'FABULOUS PR COACH' is prominently displayed in black and pink, with the tagline 'helping your business connect' below it. Social media icons for Facebook and Instagram are shown next to 'PAMPERRYPR'. A pink checkmark icon precedes the text 'Always be ready for the increased pressures that comes with higher profiles & exposure'. The website 'www.pamperrypr.com' is at the bottom left.

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✓ Always be ready for the increased pressures that comes with higher profiles & exposure

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