

This checklist will walk you through the core areas of your brand (visuals, messaging, presence, and perception) to help you start Q3 with clarity + confidence.

Brand Identity

- ☐ Updated profile photos (do they reflect your current level?)
- ☐ Updated logo or colors (if needed)
- ☐ Branded graphics that feel aligned with your vibe
- ☐ Social media cover images updated (LinkedIn, Facebook, YouTube, etc.)

Brand Messaging

- ☐ Bio rewritten with clarity + purpose
- ☐ Elevator pitch reflects who you are now
- ☐ Content aligns with your goals + values
- ☐ Website copy updated with accurate services + tone

Brand Presence

- ☐ Email signature updated
- ☐ Automated emails or DMs feel on-brand
- ☐ Link-in-bio or landing pages still relevant
- ☐ Your most recent post reflects where you are now

Brand Experience

- ☐ Response time + tone feel consistent
- ☐ Feedback process in place (reviews, surveys, etc.)
- ☐ Client or customer journey mapped out + updated
- ☐ Your brand feels the same online + offline

Brand Strategy

- ☐ Goals reviewed + updated for Q3
- ☐ Audience perception checked (asked for feedback?)
- ☐ New offers, skills, or roles reflected
- ☐ Are you speaking from where you're headed — not just where you've been?