

hope*writers branding checklist

Brand Identity

- ☐ **Limited Color Palette:**
Choose three consistent colors for your brand across all platforms.
- ☐ **Recognizable Fonts:**
Use fonts that clearly identify your content and maintain consistency.
- ☐ **XYZ Statement:**
Clearly define who you help, the problem you address, and the solution you provide.

Consistent Content

- ☐ **Three Content Buckets:**
Define your core message as bucket 1 (50%), advanced content as bucket 2 (25%), and lifestyle content as bucket 3 (25%).
- ☐ **Share Weekly Content Sharing:**
Share content on Instagram at least weekly from one of your three content buckets.

Email List Building

- ☐ **Lead Magnet Offer:**
Provide a free download to encourage social media followers to subscribe to your email list.
- ☐ **Email Nurturing Sequence:**
Deliver an automated sequence of at least four welcoming onboarding emails.

Professional Website

- ☐ **Your Domain Name:**
Buy the domain name of your first name and last name as an easy place for readers to visit.
- ☐ **Homepage:**
Include a picture, compelling text addressing the key pain point of your ideal reader, and a call to action to download your free lead magnet.
- ☐ **About Page:**
Provide visitors with insights into your background and story.
- ☐ **Contact Page:**
Offer a means for conference promoters, podcasters, and publishers to reach out to you.
- ☐ **Blog Page:**
Share helpful articles to engage visitors and showcase your expertise.

Need additional help and support? Check out our agency services
at hopewriters.com/agency