

5. Big Picture Brand Audit

Gather Your Brand Visuals

1) Take screenshots of your visual brand. Use the check list on the next page to make sure you're gathering examples of all the pieces.

If you're just starting out, you may only have a few screenshots. If you've been in business for a while you'll have more.

Screenshot key commands: <http://www.take-a-screenshot.org>

Free screenshot apps:

jing: <http://www.techsmith.com/jing.html>

skitch: <http://evernote.com/skitch/>

2) Place all these screen shots in a folder on your computer.

3) For easier viewing:

- upload screenshots to a secret board on Pinterest
- put screenshots in Evernote (if you have enough space)
- place screenshots into a Word/Pages/Google doc and shrink to fit on one or two pages

Brand Elements

Logo

Website

Website

- Header
- Recent Blog Graphics
- Sidebar Graphics

Sales Page Graphics

- header
- call outs
- testimonials
- buy now buttons
- dividers
- 3-d product images
- badges

About Page Graphics

Opt-in Freebie

- PDF cover, interior page

Products (supporting & promotional graphics)

- Courses
- Consulting/Coaching
- E-books (pdf-style) covers
- Local Events
- Services
- Product Launch Graphics

Video

- intro/outro graphics

Social Media

- Facebook business page
- Twitter
- Pinterest
- LinkedIn
- YouTube
- Google+

Documents

- Promotional PDFs
- opt-ins
- e-books
- online course materials
- workbooks
- Client Forms
- Magazines

Print Materials

- Business Cards
- Brochures
- Other _____

Newsletter Graphics

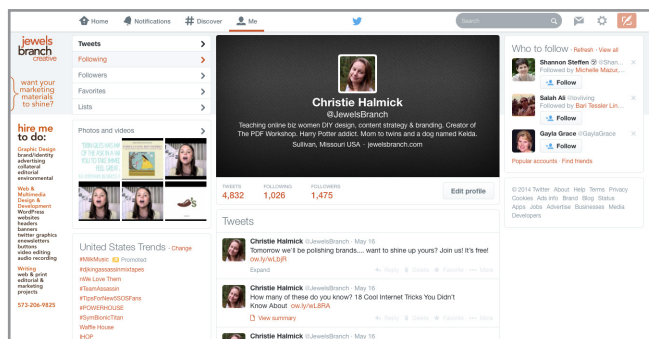
- Header
- Other _____

Podcast Graphics

- Product Image
- Other _____

Other Graphics

- _____
- _____
- _____
- _____
- _____



Polish Your Online Brand

Gather Your Brand Messages

Copy and paste your written brand messages into a google/word doc or Evernote.

Website

- Tagline
- About Page

Social Media

- Facebook: about blurb
- Twitter: about blurb
- Pinterest: about blurb
- LinkedIn: contact info, background summary + experience
- YouTube:
- Google+: About page (Story: tagline, intro, bragging rights)

Detail Your Client Experience

Detail your client intake process from their point of view. Add this to the document with your brand messages.

What happens when someone contacts you for the first time? What sort of response do they get from you? (Check your email for examples).

What happens when someone purchases a product/service? What sort of response do they get?

What happens when you wrap up your time together.

Share:

Have any "a ha" moments as you were gathering all your brand materials?
Share them in our Facebook group.