

# ***Blog Traffic Explosion***

## PRO BRANDING CHECKLIST

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MODULE 1 // PREPARE FOR TRAFFIC

## Pro Branding Checklist

- ❑ Clearly identify WHO you're designing your brand for.
- ❑ Choose 3 - 5 keywords to describe FEELINGS your branding will inspire in potential customers.
- ❑ Find images that represent your brand's keywords.
- ❑ Choose a color palette for your brand.
- ❑ Create your brand's mood board.
- ❑ Select your brand's fonts. (header, body, and accent)
- ❑ Design your logo.
- ❑ Create your brand style guide.
- ❑ Create templates for documents, social media posts, blog headers, email signatures, etc.