



THE YES BRAND checklist

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FIND OUT YOUR WHY & BRAND STORY

Why do you do what you?

Think back to a moment that inspired you to start your business journey. Capture it and begin to tell that signature story

How do you uniquely get your clients from where they are to where they want to be.



ASK YOUR AUDIENCE WHAT THEY WANT

What three favorite clients are you going to interview right away:

What are their challenges? What are their excitements?

What specific words or phrases do they use?



CLEAR OVER CLEVER

How can you clearly state what you do?

What are your specific calls to action and where do they show up?

How are you going to niche down to a specific audience?



CONSISTENCY OR QUANTITY

Do you promise to show up consistently?

*What 2 channels are you going to master (i.e. newsletter and instagram)
before starting anything new?*

How often do you promise to do a newsletter and post?

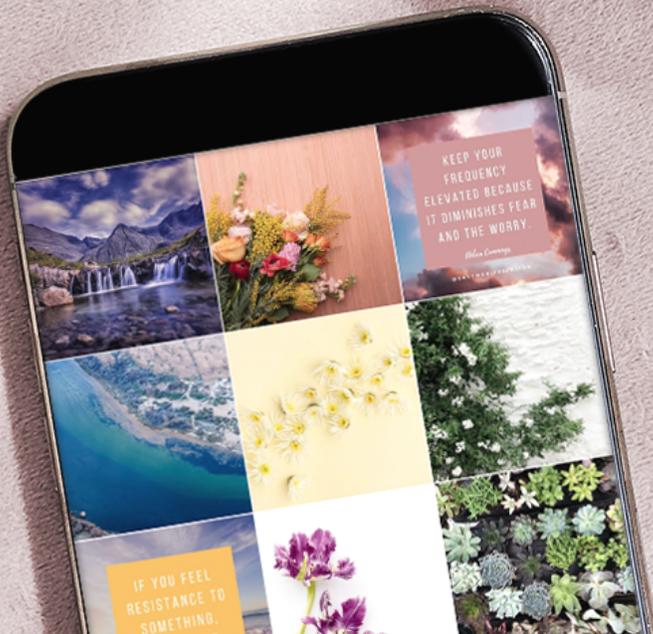


REPURPOSE YOUR CONTENT

Do you promise to re-purpose your content and not get bored?

What day are you going to sit down and create your content and how often?

Do you promise to look at your analytics to make decisions on what content to create?

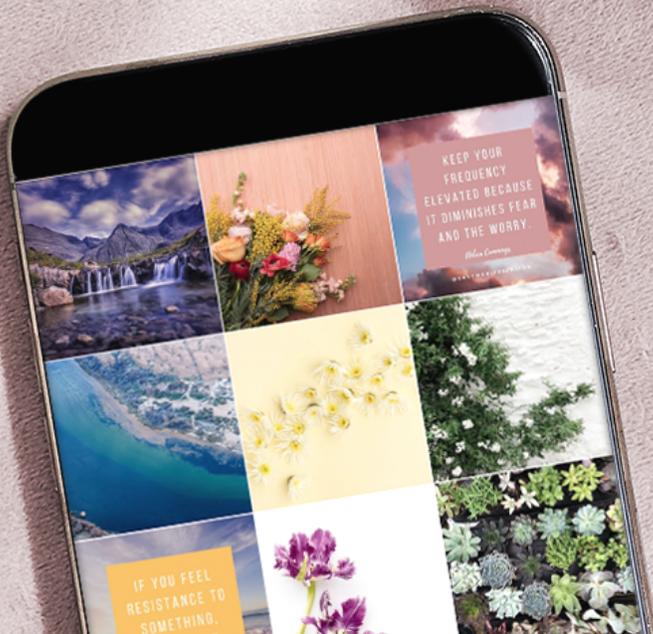


EXTRA CREDIT! THINGS TO REMEMBER

WEBSITE OR LANDING PAGE

Make sure you have the following...

- *Facebook pixel on your website*
- *Google Analytics on your website*
- *Opt-in form above the fold*
- *Make your logo and navigation small*
- *Main call to action above the fold and very clear*

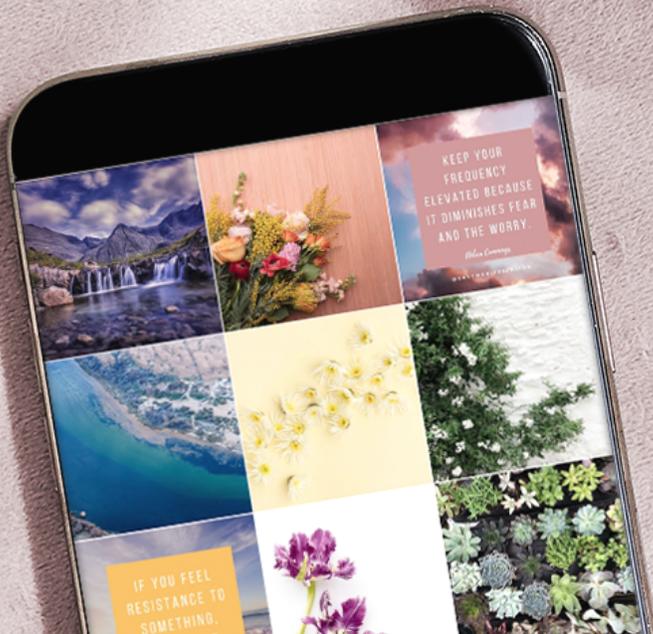


EXTRA CREDIT! THINGS TO REMEMBER

MESSAGING

Make sure you have the following...

- *Make it about your ideal client first, then share a story about you that relates*
- *Be vulnerable*
- *What is the ONE THING you solve. Share that and that only*
- *Give away a Freebie your clients would actually want.*
- *Know your ideal client excitements and challenges in their own words.*
- *Talk to one person.*



EXTRA CREDIT! THINGS TO REMEMBER

AESTHETIC

Make sure you have the following...

- *Clear logo that your ideal client would resonate to*
- *Brand color palate that you love and that your ideal client would resonate to*
- *Imagery that sets the mood and tone for the FEELING you want your ideal client to have when they work with you.*
- *Interesting forward facing images of yourself*
- *Lifestyle images of yourself*
- *Less is more*
- *Specific calls to action everywhere, always*