

**TFFC**  
*The Female Creative*

# BRANDING CHECKLIST

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## WANT TO DEFINE YOUR BRANDING?

**Then you are in the right place!**

Defining your branding is the absolute foundation for building a business, yet is a step skipped by so many!

So by downloading this guide you are taking a great step towards supporting your business and laying the building blocks to grow and development your brand effectively.

### **About The Female Creative.....**

Hannah is founder and director of [The Female Creative](#), a coaching and mentoring service supporting creative start ups to grow!



As well as 1:1 coaching, Hannah also runs a group coaching monthly membership, [TFC Hub](#), a like minded community of women who benefit from monthly master classes, training and support to grow and develop on their business journey.

**If you want to develop your branding further then get in touch to book a FREE discovery call [HERE!](#)**

## Branding - This is the Number One place to start!

### Why is branding so important?

Your brand is the spring board for your success, it is the root of your business and needs to be the consistent reference point for everything you do.

When we start a business we are often so excited we jump straight in feet first, and we start thinking later!

I know I did exactly that and I work with many clients who have done the same!

The great thing is you can go back once you realise how important branding is and take time to define and refine your brand.

So what is a brand? Logos and colour scheme right?

# Wrong!

Branding is so much more than the aesthetics, it is the connection you make with your audience and how you want to make them to feel. Branding is the problem you are solving for your customer and the characteristics that set you aside from everyone else.

Why do you do what you do?

What motivates you to keep going during those tough times of running a business?

I ask a lot of questions right?! Sure thing I do and that's what you get with me! I know your brand, vision and amazing ideas are right there inside you waiting to burst out and create something incredible, but you don't know what you don't know right?!

This download is designed to give you a little taste of branding. It is a checklist of topics to think about to start you on your branding journey.

**If you want to develop your branding further then have a think about investing in my Branding Power Hour! Get in touch to book a FREE discovery call [HERE!](#)**

Further information on all my services can be found on my website [HERE](#)

## Branding Checklist

What Problem you are Trying to Solve?

Key Words To Describe Your Brand

Brand Vibe

Brand Mission

Brand Name and Meaning

Brand Message

Brand Vision

USP - Unique Selling Point

Brand Colours

Brand Logo

## Thank you for downloading the Branding Checklist!

How did you find it? I would love to know! Share a picture on social media and tag me....

Instagram: [@the\\_femalecreative](#)

Facebook: [The Female Creative Ltd](#)

Twitter: [@female\\_creative](#)

If you enjoyed this checklist and found it useful have a think about joining my group coaching membership as there are plenty more resources to help you scale your business and turn ideas into action!

If you want to join TFC Hub for only £39.99 a month then click [HERE](#) once you have signed up the Facebook group link will be emailed out to you!

If you want to develop your business further and explore how my 121 coaching services can support you then get in touch to book a FREE discovery call [HERE](#)!

Thank you so much and I can't wait to chat to you!

Hannah x

