



Boomer and The Babe Enterprises
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The essential parts of your personal brand include dozens of touch points: your business card, stationery and collateral materials; your voicemail greeting and invoice; your attire and where you choose to network; your CD, web or print portfolio; your blog and other social media, (including what you do or don't reveal about yourself); and on and on.

Your brand includes the colors and style and consistency of message, of course, but it's also the promise associated with all the physical components you have chosen to represent you and your product or services.

Your brand is an experience. It's all the parts that make YOU (if you work in a company) or YOU (if you are an entrepreneur) stand out in the crowd. It's your promise to be a certain way, deliver your goods a certain way, correct errors or disappointments a certain way.

Brandscape Checklist

see Key below

My business card represents and communicates my "differentiator" . . . "my brand essence" . . . the thing that makes me special. 1 2 3 4 5

My collateral materials tell my story and powerfully deliver the message about my unique value, relevance, and, most importantly, MY PROMISE. 1 2 3 4 5

My personal brand inspires trust, confidence and loyalty; I have made a name for myself using these watchwords. 1 2 3 4 5

I show up as capable, remarkable, and incredibly referrable because of my closely monitored and polished reputation. 1 2 3 4 5

I have garnered a reputation as an authority in my field and offer valuable content on my subject/ expertise regularly (Twitter, Facebook, blogging, speaking, article publication, consulting). 1 2 3 4 5

I am irresistible, compelling, relevant and unique and my target market knows that about ME. 1 2 3 4 5

My nine-word elevator pitch:

I _____

KEY: 1) needs work 2) on the right track 3) ready to step up 4) trending toward awesome 5) rocket ship to the moon!