Updating Your Brand Visuals Checklist

Did you utilize your Ideal Client Workbook to write your unique value proposition (UVP)? We'll start there! Email me if you need the link again!

☐ Update your bios on social media with your UVP

☐ Update social media profile photos with an image of you/your team - not products or logos! Your clients want to see faces!

☐ Don't forget that cover photo on your Facebook page!

☐ Make a list of each of your website pages and note how many images are on each and whether they are portrait or landscape

☐ Make a favorites list in your gallery

☐ Cross-reference your website image list with your favorites list and note file names you'd like to put in each website spot

☐ Use your list to start downloading and replacing those website images!

☐ Once your website is done, consider content planning for your social media accounts - if you need some support, let me know!

☐ Send me an email and I'll look it all over to make sure you're strategically leveraging your investment!

Note: Make sure to download web-size files for your social media posts and profile photos but use high-resolution for your website!

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