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Brand Ready

7 Steps CHECKLIST

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Are You Brand Ready?

THE 7 STEPS CHECKLIST TO CLARIFY YOUR PERSONAL BRAND STORY

This PDF complements the **Brand Ready | 7 Steps Checklist** post on my website.

As you work through these steps, refer back to the post for deeper insights. Together, they'll guide you on your personal branding journey. When you're ready, let's talk!

Before you start, be clear on why you believe **developing a personal brand will benefit your work and life**. What draws you to a compelling brand story and keeps you loyal to a brand you've trusted for years?

I know what Lancôme and Elizabeth Arden gives me — beyond great beauty products. What brands are you loyal to? Why?



You're absolutely right to believe that personal branding can accelerate your business success and elevate the feel-good factor for both you and your clients. But here's the thing:

**Branding is like love — you can't
buy it!**

NOBODY CAN MAKE IT FOR YOU UNLESS YOU
POUR YOUR OWN LOVE AND SOUL INTO IT.

To build a truly powerful brand that consistently delivers on the promises we make to our clients — we must be true to the essence of who we are, clear on who we want to work with, and aspire to a sense of freedom our work can bring into our life.

I went through the branding process — beyond these 7 steps — before I launched, and I had to dig deep for answers. Are you ready to get curious about your own beliefs, ideas, values and desires?

Branding is a creative process, which means the process runs smoother when we keep open to possibilities. Creative energies also ask us to trust ourselves and ask for help — when it will benefit us. I'm better at trusting myself before others, how about you? I'm better at giving help than asking for it. Asking for help is outside my comfort circle. Are you ready to step out of your comfort circle?

Yes?

Yes!

Awesome! Let's do this!

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Story Driven Personal Brand Solution



1

GET READY



passion | knowledge | resources
problems | solutions
audience | clients*
business fundamentals



What are you passionate about?

How do you use your passion when you solve your client's problems?

In your view, what are the **fundamentals for a successful**? What is success in your business?

How will **branding impact on your business**?

What **skills & resources** will help you develop your brand?

2

promises | connection
success | celebration
notes | ideas | guides
promise | inspiration



How does your brand **story connect you with the people** you want to work with?

Can you visualise **who you celebrate with**, on your brand journey?

Are you taking notes of the thoughts you have or are you only reading this thinking it will *sink in* by osmosis?



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3



wisdom | connect |
audience | engage
message | inspire
image | elements



How will you **transform your story into engaging messages and visuals** that inspire and engage your audience?

What **STORY** will you share with them?

What **IMAGES** and elements will help you tell your story?

What **platforms and tools** will you use to connect with your ideal clients?

Knowing the answers to these questions give you the basis for your marketing and communication plan — or as I like to call it — your **Personal Brand Brief**.

4

reasons | **confidence** | power
destination | journey
excitement | time | **energy**
joy | **ease**



How do you want your work to impact your life?

What awaits you at your desired destination?

How will you *safeguard* your time against major distractions?



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reason | **beliefs** | values
emotional **attachment**
neural pathways
foghorn warnings



What motivates you to do what you do?

Do you remember the reason you started doing this work? In our **Explorer Call** you will tell me your story about **the *cause* that ignited your passion** and what ***effects*** your actions has had on your business.

How do you **stay motivated** when the work gets ... *hard* | *challenging* | *overwhelming* and your days fills with *distraction*?

Are you starting to see how developing a **personal brand** can help you **build excitement and confidence** about your destination?

DREAMS & ASPIRATIONS

Psychologist Abraham Maslow created this model — a hierarchy of needs — to help us understand his idea around **the motivations for human behaviour**.

The terms he used back in the 1940s are a bit outdated. What words do you use instead of Maslow's?

PHYSIOLOGICAL NEEDS | SAFETY | LOVE AND
BELONGING | ESTEEM | SELF ACTUALISATION ...
CREATIVE CONNECTION TO *SOURCE*?



6

route | **tools** | technology
should's | **boundaries**
finance | funding
frustration | **ease** | joy

Cruising Speed
CONNECTING WITH PEOPLE
YOU WANT TO WORK WITH

What is your **mindset** about technology?

Is tech a tool for empowerment? Do you embrace tech with ease and enjoy or do you find tech frustrating, time wasting, and something you rather avoid?

What is your mindset about learning to drive a car?

What tools & platforms will help you **create meaningful connections**?

Do you associate *dopamine hit* with 'likes' and 'follows'?

What boundaries will you set to protect your time and energy as you develop and launch your brand?

EASY TECH



Adobe Stock IMAGE

Like your washing machine, and the car in your drive, the tech on your phone and laptop can be a game-changer for your business and your **peace of mind**. Making tech easy is about giving yourself permission to slow down and take the time you need to master tech — your way!.

EASY TECH: EMAIL | GOOGLE | CALENDAR | WEBSITES | NEWSLETTERS | YOUTUBE CANVA | SOCIAL MEDIA | ADD YOURS!



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Tools & Platforms

CLARIFY WHAT WILL HELP YOU **CONNECT AND STAY CONNECTED** WITH YOUR AUDIENCE AND CLIENTS.

When I was developing my personal brand, Chat and I came up with this list of practical platforms and tools. I've narrow my list down, but still feel I have too many tools & platforms to manage, I would love more ease in technology. Mind you, I say the same about rush hour traffic.

Your **mission** — should you choose to accept it — is to **delete as many items from the list** as you can. You want to **be nimble** in your business, that means you **choose** the tools and platforms that helps move you forward and let go of everything that drains your time or energy.

COMMUNICATE

Gmail | Outlook | WhatsApp | LinkedIn | Instagram | Facebook | Zoom
MailChimp [or other] | Slack | Meta Business Suite | Hootsuite | Buffer
Google My Business | Microsoft Teams | Podcast | YouTube | TickTock [or other]

ORGANISE

Notes | Voice Recorder | Calendar Reminders | Todoist | Grammarly | Chat GPT
Talk to Type | Google Drive | Microsoft 365 | Evernote | Notion | Dropbox
Calendar | Trello | Asana | Calendly | SurveyMonkey | Typeform

DESIGN

Canva | Adobe Creative Cloud | Google Slides | Keynote | Pages | PowerPoint

WEBSITE | ONLINE HOME

WordPress | Yoast SEO | Wix | Kajabi | Pinterest | Squarespace | Substack |
ConvertKit | Google Analytics | Google Search Console | Patreon | Bitly

ECOMMERCE

WooCommerce | Shopify | Etsy

MONEY

Revolut | your bank | PayPal | Square | Stripe | QuickBooks



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7



merge | clarity | easeful
who | what | how
where | when | why



Congratulations! You've answered the questions [briefly or in depth] in the proceeding **six steps!** **Celebrate,** because **you are ready** to bring all your answers together into a **powerful Personla Brand Brief.**

This is where your personal story, personality and business **vision merge** and you get razor-sharp **clarity** on your **visual communication** — the way you attract and interact with people you want to work with.

Your Brand Brief is the focus of our Explorer Call.

My role, as your **copilot**, is to help you structure and write your brand brief from the perspective of your personal story and work aspiration.

The brand briefs I write for my clients are detailed and structured document [more refined than a CV or business plan], **focused** on how my client's **unique story connects** them with the people they help. The briefs are **beautifully designed & inspiring** to give a real sense of what your brand will look & feel like — across the platforms you choose. Watching my clients' faces light up when they see their vision come to life is one of the reasons I love this work so much.

Let's take this next exciting step together!

Book your **Explorer Call** today!

