



BLAZE BRAND INFUSION CHECKLIST

ARE YOU READY TO SET YOUR BRAND ON FIRE?

Completing your brand architecture and having a visual identity is exciting stuff! You may be jittery with excitement and have a sudden burst of confidence, coupled with anticipation. That's incredible!

Then suddenly you are faced with the daunting challenge of "putting it out there." The burning question you may be asking yourself is, "What next?"

This checklist will help you hold your own feet to the fire, make a plan, and get it done. And if it still seems overwhelming, we're always here to have a fireside chat.

<https://blazeexperts.com/contact-blaze/>

HOW TO USE THIS WORKSHEET

Move through the checklist any way you want, as long as you do section ONE first as your Brand is the foundation for all of your marketing, and if your foundation is shaky, your focus and your impact will waver, as well.

We like to scan the checklist beyond section one and immediately cross out anything that doesn't apply to a specific brand or promotional plan. It's a comprehensive list and you may not want to (or have the bandwidth) to tackle all the moving parts at once. Doing a few things really well and consistently will serve you better than doing a plethora poorly. Next, check the boxes near the activities that you will do, want to do, and feel you "should" do.

Now, highlight, circle and make notes when you have ideas about the parts that appeal (and apply) to you so you can explore them further when you move through the action steps to execute them later.

Ready? Let's do this thing!



4435 E. Chandler Blvd. | Suite 200 | Phoenix, AZ 85048
BlazeExperts.com | 480.808.0330 | hello@blazeexperts.com

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YOUR BRAND ARCHITECTURE

Make sure you have all the elements of your brand solidified and ready to roll:

- Business Name _____
- Mission _____
- Vision _____
- Values _____
- Pillars _____
- Promise _____
- Personality/Style/Mood _____
- Language/Voice/Tone _____
- Tagline _____
- Positioning Story _____
- Visual Identity _____
- Logo _____
- Fonts/Typography _____
- Colors _____
- Patterns _____
- Icons _____
- Imagery _____
- Signature Touchpoints _____
- Target Market(s) _____
- Other _____

WEBSITE (Brand-Aligned and Consistent Content and Imagery)

- Home _____
- About _____
- Products or Services _____
- Blog/Vlog _____
- Contact _____
- Gallery/Menu/Portfolio _____
- Contact _____
- Downloads (See Digital) _____
- Other _____

DIGITAL

- Email Signature _____
- Downloads _____
- Presentations _____
- Pitch Decks _____
- Proposals _____
- Webinars _____
- Ebooks _____
- Ecourses _____

- Forms _____
- Agreements _____
- Invoices _____
- Newsletter Templates _____
- Online Advertising _____
- Online Sponsorship _____
- Online Directories _____
- Online Communities _____
- Online Associations _____
- App _____
- White Label Services _____
- Other _____
- Newsletter Drip/Nurture Campaigns _____
- Virtual Summits/Speaking Opportunities _____

CONTENT SHARING

- Blog _____
- Email _____
- Podcast _____
- Video _____
- Other _____

SOCIAL MEDIA PROFILES AND POSTS

- Facebook _____
- Instagram _____
- LinkedIn _____
- Pinterest _____
- TikTok _____
- Twitter _____
- Snapchat _____
- YouTube _____
- Social Media Groups _____
- Other _____

PRINT

- Business Cards _____
- Letterhead _____
- Forms _____
- Agreements _____
- Invoices/Receipts _____
- Envelopes _____
- Brochures _____
- Sales Materials _____
- Informational One-Sheets _____

- Invitations _____
- Postcards _____
- Posters _____
- Promotional Products _____
- Publications _____
- Books _____
- Magazines _____
- Catalogs _____
- Folders _____
- Product Packaging _____
- Other _____

IMAGERY

- Conceptual Shots _____
- Headshots _____
- In Your Element Shots _____
- Environmental Shots _____
- Lifestyle _____
- Candid Working Shots _____
- Product/Service Shots _____
- Slideshow _____
- Other _____

VIDEO

- Brand Story _____
- Testimonials _____
- Education _____
- Information _____
- Interviews _____
- Customer Features _____
- Ask-The-Expert _____
- Beauty _____
- Speaking Reel _____
- TV Commercials _____
- Other _____
- Moving Image Vignettes _____

IN-PERSON

- Masterminds _____
- Association Meetings _____
- Networking Groups _____
- Conferences _____
- Trade Show Booth _____

- Workshops _____
- Speaking Slides _____
- Promotional Products _____
- Personal Style _____
- Language/Voice/Tone _____
- Energy & Delivery _____
- Other _____

PUBLIC RELATIONS

- Expert Positioning _____
- Training/Speaking _____
- Source Availability _____
- Newspaper _____
- Radio _____
- Television _____
- Blog _____
- Guest Appearance _____
- Podcast _____
- Blog _____
- Television Interview _____
- Radio Interview _____
- Press Releases _____
- Feature Article Subject _____
- Article Submissions _____
- Other _____

MEDIA & ADVERTISING

- Video Commercial _____
- Television Advertising _____
- Online Advertising _____
- Outdoor Advertising _____
- Radio Advertising _____
- Print Advertising _____
- Movie Trailer Advertising _____
- Other _____

SPONSORSHIP

- Event _____
- Organization _____
- School _____
- Initiative _____
- Other _____