

54-Point Personal Branding Checklist for 2012

Your guide to getting your branding strategy in order for the New Year by [Haji Flemings](#)

Category I: Personal Brand Building

- 1. Identify your passion
- 2. Identify your skills, talents and interest
- 3. Establish your elevator pitch
- 4. Identify your business values (i.e. this is important for aligning yourself with career options and employers that are a good strategic fit)
- 5. Establish your niche and own it:
 - A. Write a detailed description of the specific niche you want to own
- 6. Establish your Brand Promise (what you will deliver on)
- 7. Identify your Personal Brand Type (how you're wired): Long-term
 - A. Builder (i.e. intrapreneur/employee)
 - B. Leaper (i.e. full-time/pure entrepreneur)

Category II: Creation of Your Identity

- 8. Identify whether you're building a personal and/or small business brand online
 - A. Personal Brand: Focus on establishing personal branded social network accounts
 - B. Business Brand: Establish social network accounts that are specific to your business brand
- 9. Are you using your professional business name (i.e. Mike Jones versus Michael Jones)?
 - A. Social networks
 - B. Domain names
- 10. Research competitors with the same or similar name
- 11. Purchase your personal and/or business brand domain name
 - A. Use it as your online hub

•12. Secure the social network URLs you want to have a presence in (listed below are some of the more popular social networks to join, but this is not an exhaustive list)

- A. Twitter
- B. Google Plus
- C. Facebook (optional)
- D. LinkedIn
- E. YouTube
- F. Slideshare

•13. Establish Bio/About You: Should be presented as a story

•A. Establish three bios: 160 characters (Twitter), paragraph and long-form version

•14. Keep Social Network Profiles Consistent: Make sure you are consistent across all your social network channels

•15. Social Network URLs—create custom URLs (at least for the Big Five: Facebook, Twitter, Google Plus, LinkedIn, and YouTube i.e. <http://www.Facebook.com/HajjFlemings>)

•16. Avatar photo

•A. Identify the look and style you want to communicate in your online presence

•B. Set-up Link to Download: Upload a hi-res version into Flickr and provide links so you don't have to email large files

•C. Use the same headshot across all your social networks

•17. Professional email address (Gmail or email with you domain name)

Category III: Social Network Basics

- **18.** Social network profiles at 100% complete
- **19.** Take down any photos or inappropriate content in your social networks
- **20.** Privacy Settings: Properly set-up privacy settings in all social networks
 - **A.** Facebook
 - **B.** LinkedIn

- **21.** LinkedIn 100%: Established 100% complete LinkedIn profile
- **22.** LinkedIn Resume: Uploaded a PDF version of your resume in LinkedIn
- **23.** LinkedIn Q +A: Answer questions to establish your expertise.
- **24.** LinkedIn Groups: Identify and join LinkedIn groups for networking
- **25.** Review LinkedIn profiles of people in similar positions (Point of Reference)
- **26.** Establish a [Google Plus](#) profile
- **27.** Google yourself—worst case you should, at a minimum, Google yourself every three months. I would highly recommend you increase the frequency, personally I Google myself weekly.
- **28.** Online Reputation Management – Set-up [Google Alert](#) keywords
- **29.** Customize Twitter background
- **30.** Create video content
- **31.** Build LinkedIn network:Reach out to second-degree connections
- **32.** Assess whether the perception of your online content equal the reality of who you are
- **33.** Actively build your online network
- **34.** Establish a maintenance plan to review social network profiles quarterly
- **35.** Identify specific contacts within companies you want to work with or for
-

Category V: Establishing Social Proof/Demonstrated Expertise in Your Area

- 41. Create a content strategy for your blog (how often you will publish content)
- 42. Create a content strategy for your social networks (how often you will publish content)
- 44. Create content that is on message and consistent with your industry or niche
- 45. Manage your links via analytic shortners (Bit.ly or goo.gl/)
- 46. Establish multi-media content: video, blog post, and photos communicating your expertise
- 47. About Page on Blog: Write your about page in the third person so that it is media ready and media links to your page
- 48. Create a media page on your blog

- 49. Listen on Twitter: Identify keywords or topics to listen and participate in the conversation

Category VI: Miscellaneous

- **50.** Think in sound bites
 - **A.** Tweets: Tweet only 120-characters w/links
 - **B.** Creative short blog [post](#)
- **51.** Business cards (Small Business Owners)
 - **A.** Integrate relevant social media links for connection: Twitter, Skype
 - **B.** Digital Business Cards: [Bump](#) and [Hashable](#)
 - **C.** Create a business card for job fairs/networking
- **52.** Create opportunities to meet digital friends in the real world
- **53.** Use third party tools to manage social networks: increases engagement, better management of online reputation, and great for listening online (i.e. [Hootsuite](#))
- **54.** Pull your credit score (all three reports)