
BONUS RESOURCE

PERSONAL BRANDING BLUEPRINT

A CHECKLIST FOR BUILDING
YOUR UNIQUE BRAND IDENTITY



Creative Mystics

BY JICHÉL STEWART

TABLE OF CONTENTS

1 | **Foundational Elements**

2 | **Strategic Planning**

3 | **Brand Identity**

4 | **Messaging and Content**

6 | **Digital Presence**

7 | **Marketing and Outreach**

8 | **Practicalities and Maintenance**

Use this framework and each checklist to systematically build and refine your personal brand, ensuring that each element **aligns** with your overarching brand strategy and **resonates** with your target audience.

Foundational Elements

- Clear mission** | Define your why. Articulate your purpose and the impact you want to make.

- Write the Brand Mission Statement** | Summarize your mission in a clear, concise statement.

- Write the Vision Statement** | Outline your long-term goals and the ultimate impact of your brand.

- Articulate the Brand Values** | Identify the core principles guiding your brand.

- Identify the Core Offering** | Clearly define the primary products or services you provide.

Strategic Planning

Target Niche | Identify your area of focus and strengths.

Target Audience | Define who your ideal audience is, their needs, and the best ways to connect with them.

Develop Customer Personas | Create detailed profiles of your target audience segments.

Competitors | Identify your industry competitors and differentiate yourself from them.

STAY COMMITTED TO THE PROCESS—
YOUR FUTURE SELF WILL THANK YOU.

Brand Identity

Brand Personality | Ensure your personal branding reflects your true self.

Brand Colors | Choose a color palette that supports your brand personality and evokes the desired emotions.

Font Palette | Select two or three fonts for consistent use across all branding materials.

Logo | Create a high-quality logo that reflects your vision.

Photography Style | Maintain consistency in style, props, and filters for your photos. Establish an Instagram theme.

Professional Headshots | Humanize your brand with quality photos of yourself.

Messaging and Content

Develop Brand Messaging | Craft clear and consistent messages that convey your brand's values and offerings.

Share the Brand Story | Narrate your journey and the evolution of your brand.

Brand Message | Ensure consistent communication of your message across all platforms.

Content Strategy | Determine your primary topics, categories, and content creation schedule.

Blog Strategy | Plan the frequency and content of your blog posts.

Blog Post Graphic | Create a consistent template for your blog posts.

Messaging and Content

Brand Language | Learn to communicate authentically with your ideal audience.

Brand Buzz Words | Summarize your brand using three key words.

Writing Style | Develop a consistent style for blog posts, emails, and newsletters.

Brand Balance | Maintain a clear balance between personal and professional content so your audience builds trust without losing the point of your expertise.

VISUALIZE YOUR SUCCESS AND TAKE
ACTION TO MAKE IT A REALITY.

Digital Presence

Custom Domain Name | Secure a URL with your business name.

Custom Email Address | Get a personalized email address with your domain name.

Website | Design a functional and aesthetically pleasing site that clearly communicates who you are and what you do.

Social Media Presence | Set up and brand your social media accounts.

Email Signature | Include your contact information and website URL in your email signature.

Email List | Create a newsletter template to communicate directly with your audience.

Marketing and Outreach

- Business Cards** | Order (digital or physical) high-quality business cards with a clear call to action.

- Community** | Engage with your audience and build genuine relationships.

- Brand Boundaries** | Know when to say no to opportunities that don't align with your brand.

- Engagement Strategy** | Plan regular interactions with your audience to foster community growth.

BELIEVE IN THE PROCESS AND TRUST
YOUR INSTINCTS.

Practicalities and Maintenance

- Creative Workspace** | Design or find a space that inspires creativity and productivity.
-

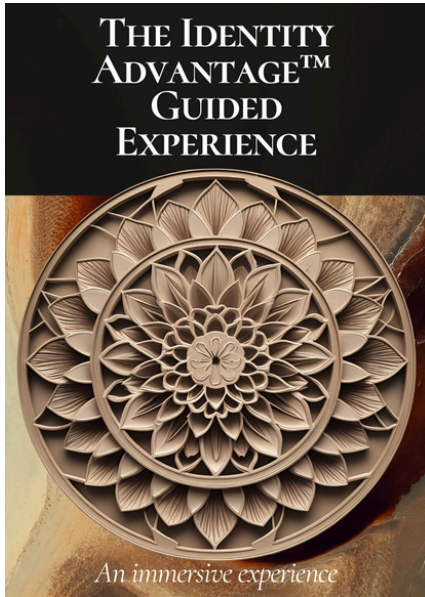
- Brand Voice** | Develop a consistent and recognizable brand voice.
-

- Brand Maintenance** | Set a sustainable posting cadence and reuse core content themes so you stay consistent without burnout.

“
EVERY DETAIL YOU DEFINE NOW WILL
MAKE A LASTING IMPRESSION.”

GET SUPPORT COMPLETING THE WORKBOOK

Identity Advantage™ Guided Experience



Want support completing **Unlocking Your Dominant Personal Brand?**

This guided experience gives you guidance, accountability, and feedback—so your clarity turns into a credible message and a real action plan.

You'll receive:

- Guided support to complete key sections
- Accountability to stay consistent without burnout
- Feedback to sharpen message + positioning
- Support turning clarity into visibility + action

Scan the code or visit:
creativemystics.com/guided



Scan to visit

