



# Personal Branding Checklist

- ( ) Update resume + cover letter
- ( ) Ask friends to share what you do + unique value
- ( ) Complete your elevator pitch
- ( ) Write your bio (AKA brand story)
- ( ) Create a website (Wix.com or SquareSpace)
- ( ) Pick 2 social media channels for personal brand
- ( ) Create a logo (try Canva.com = free)
- ( ) Pick your brand colors (3-5 colors)
- ( ) Create an on-brand email signature

Want more help? [www.jenglantz.com/personal-branding-program](http://www.jenglantz.com/personal-branding-program)