

Raechel's Brand Launch Checklist

So you're considering or getting ready to launch a new brand or rebrand, huh?!

What an exciting time?!?! Seriously, there isn't much on this earth that lights me up more!

There's also so much to consider and keep in mind. I think branding & rebranding comes pretty close to planning a wedding in the overall scheme of "Projects."

Well, I'd love to help you out!. Here are the main things to ensure you have accomplished before you hit that "Launch" button on your new brand or rebrand!

- Define your Purpose for being in Business. Be clear on your Why. (Not clear on this? I've got a great Why Work worksheet at <https://www.raechelanderson.com/why-work>.)
- Know your Brand People. Understand your Ideal Client for your new brand initiatives. Be clear on who you serve.
- List out your Products. Describe your services or offerings.
- Identify the the Features and Benefits of working with you, and be able to speak to them, articulately and concisely.
- Understand how you serve your clients. Meaning, inside of your services and products, be able to explain what do you really do for them and what your approach is.
- Know your Brand Message. Be able to share the very simple 2-3 word message that you want everyone who experiences your brand to get, every time they connect with it.
- Describe your Brand Personality. Be able to recall the adjectives that will guide the style or theme, plus the content, messaging, look, and feel of the brand.
- Select the Brand Style or Theme. This is the visual approach to your Brand Message. Ensure you're carrying your message throughout your brand with the Brand Style or Theme.
- Assemble a Mood Board and/or Collection of Inspiration Images that reflects the Brand Style or Theme in a look, feel, and mood. This will be shared with creatives or designers. Pinterest is the easiest, but any way to assemble images together is fine. Ensure it's something you can pass along electronically with crisp images.
- Ensure you have your Brand Color Palette with Hex Colors. Always get 4 colors, not including white and black. I encourage people to ensure at least 2 of those colors are darker or bolder, but that's up to you.

- Select your Brand Fonts. I recommend a Display font (one that can match your Brand Style or Theme), a Script font (again, one that hopefully matches your Brand Style or Theme), a Sans Serif font, and a Serif font.
- Have a Professional Photography session to get some good photos done of you. I highly recommend you not leverage your bestie (unless she has some professional training). Lifestyle photography is definitely the trend these days and is something I recommend as it reflects an authenticity that is hard to replicate in a studio. A Brand Book is really handy to share with a Photographer, so they can get a good feel for your brand.
- Work with a Graphic Designer to get the graphic design elements needed: 1) Logo - make sure you get the logo in your brand colors, as well as in white and black so you can put it on your brand colors. 2) Website pieces such as headers, icons, tabs, favicon, etc. 3) Social Media items such as profile pictures, headers, banners, etc. 4) Content Collateral such as Power Point slides, workbooks, e-books, and more. 5) Marketing Materials such as freebies, business cards, flyers, postcards, banners, and more. This is another situation where a Brand Book is really handy to share, so they can get a good feel for your brand and have all of the font, color, and style info.
- Get your Website up and running! Whether you do it yourself or use a developer, a site is a must. Even if it's a single page site, having a landing space to establish credibility and for people to get information about you, what you do, your services & products, as well as for you to share contact information or a downloadable document is important. And, with the right branding work done ahead of time, this should be very simple, inexpensive, and quick! By the way, when you explore website developers, ensure you're being clear about whether or not you'll be needing them to do graphic design (i.e., web design) for you, or not. That will impact their pricing.
- Select the Social Media platforms you'll be using. Do some research, learn where your Brand People hang out, and tap into your intuition. Select the platforms that are sustainable, supportive, and enjoyable for you and then set your brand up there. Work with your Graphic Designer to get the design elements you need.
- Put together a strategy to share regular content with your Brand People. Whether it's daily, weekly, bi-weekly, or monthly - pick one and put together a plan and strategy that you will ENJOY and start working on putting out regular content to those people. That could be a blog, a podcast, a webinar, a newsletter, an email, a YouTube video series, or so much more. It seems there's a new stroke of genius on this subject, every week! But if you don't put a plan together now and start working on it, you won't do it.
- Draft an authentic, from-the-heart email and social media post that you can share with your current list and your social media following announcing your new brand. It's important to tie the new brand to your personal Purpose and Passion. Run it by a few people whom you respect. Make sure it's edited and that there are links to your site, as well as to any download that you might be offering your people. And LAUNCH!
- GO CELEBRATE! Seriously. Doing this branding project is a huge endeavor - whether it was a new brand launch or a re-brand. It's a significant effort. It deserves celebration and appreciation. So grab your peeps and do something fun and relaxing!