

दिव्याजैन

Personal Brand Launch Checklist

**10 Essential Steps to Build & Launch
Your Brand with Confidence**

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WELCOME *to* *the* CHECKLIST!



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“Building a personal brand doesn’t have to feel overwhelming. This checklist will guide you through the exact steps to launch your brand and show up with clarity, confidence, and consistency. Print it, tick off the boxes, and you’re ready to shine!”

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www.consult.ebiziwide.com

Brand Launch Checklist

STEP 1: DEFINE YOUR WHY

- What drives me to start this journey?
- Who do I want to help?
- What change do I want to create in their lives?

STEP 2: IDENTIFY YOUR IDEAL AUDIENCE

- What drives me to start this journey?
- Who do I want to help?
- What change do I want to create in their lives?

STEP 3: CRAFT YOUR CORE MESSAGE

- Write a simple one-liner about who you help & how
- Define 3 values your brand will stand for.

STEP 4: YOUR BRAND NAME & IDENTITY

- Finalize brand/business name
- Create a logo & color palette
- Select fonts & imagery style

STEP 5: BUILD YOUR ONLINE HOME

- Secure your domain name
- Create a simple landing page or website
- Set up a professional email ID

STEP 6: SOCIAL MEDIA SETUP

- Optimize Insta/FB/LinkedIn bio
- Use a professional profile & cover pic
- Post your brand story as the first pinned post

STEP 7: CREATE VALUABLE CONTENT

- Decide 3–5 core content themes
- Plan your first 10 posts/reels/blogs
- Use storytelling + educational + promotional mix

STEP 8: BUILD YOUR FIRST OFFER

- Define what problem it solves
- Decide price point (free/paid starter offer)
- Create a simple sales Canva flyer

STEP 9: LEAD GENERATION SYSTEM

- Create a freebie (like this checklist!)
- Connect it to an email list
- Set up an automated thank-you email

STEP 10: SHOW UP & LAUNCH

- Announce your brand launch on social media
- Go live or record an intro video
- Share your story consistently

Your Bonus Tips

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- | | | |
|-----------|--|--------------------------|
| 01 | Learn one new tool every month | <input type="checkbox"/> |
| 02 | Network with other coaches/entrepreneurs | <input type="checkbox"/> |
| 03 | Invest in mentorship & community | <input type="checkbox"/> |
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“Congratulations! You now have the exact checklist to launch your personal brand. Remember, clarity comes from action – start ticking the boxes, and you’ll see momentum build fast.”

👉 Want deeper guidance?

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