

## Questions to Ask Yourself About Your Brand



*A brand is not just a logo, it's the overall impression and experience you give your readers and customers. Your brand expresses the value you provide. It's you! Here are questions to help you build your brand through design.*

### **How would a new reader describe your blog? Is that in line with how you see your brand?**

*• What are 3 areas you need to work?*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### **Does your branding stand out in your area of blogging?**

*• is it recognizable, memorable, original?*

### **Do you have a consistent theme on all social media and marketing materials?**

*• Write down some places you should make revisions.*

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### **Are you promoting/utilizing your brand in all applications?**

- Discussing what you specialize in on Facebook or Twitter to establish yourself as an expert*
- Logo in Twitter Avatar*
- Watermark on photos*

### **How could you reinforce your brand beyond your blog?**

- local mom's groups*
- conferences and meet-ups*
- contributions to other web sites, guest posts*
- newspaper, TV appearances*
- social media sites and forums*
- being involved with other blogs outside of your area of expertise*
- speaking engagements*

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