



# THE ULTIMATE *Personal Brand website* PREPARATION CHECKLIST

A print-out-and-keep checklist covering everything you need to know, do and gather before you start your Personal Brand website

We all know that nothing worthwhile is going to be super easy. My checklist is designed to simplify the tricky process of getting your thoughts together to write the copy needed for a personal brand site and get you thinking about other elements such as photos.

I want to help you get online with this road map to Personal Brand site building success.

If you're still having some difficulty, I can help with your website build. Book in a Brand New You Discovery Workshop and we'll go through a series of questions to uncover all the right information for creating a beautiful website, with little effort or money on your part.

**BUILD YOUR BRAND. SHARE VALUE. BUILD YOUR AUDIENCE.**

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NEED SOME HELP? WE'RE HERE FOR YOU WITH OUR BRAND NEW YOU DISCOVERY WORKSHOP AND PERSONAL BRAND WEBSITE BUILDS

**SIMPLY CLICK HERE** AND I'LL CREATE YOUR PERSONAL BRAND SITE FOR YOU

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### Register your Domain Name now

Your 'domain name' is your url: [myname.com](http://myname.com) / [myname.com.au](http://myname.com.au) / [myname.co.nz](http://myname.co.nz) / [myname.co.uk](http://myname.co.uk)

- Purchase your own name as your domain name. If it's not available, think of a variation of your name: [JaneMiddleNameSmith.com.au](http://JaneMiddleNameSmith.com.au) if [JaneSmith](http://JaneSmith.com) isn't free.
- Get the .com version as well as the regional version (.com.au; .co.nz; .co.uk)
- Even if you have a free site on [wordpress.com](http://wordpress.com), [wix](http://wix.com) or [weebly](http://weebly.com), you should have your own domain name, rather than [myname.wordpress.com](http://myname.wordpress.com). It reinforces professionalism
- I use [namecheap.com](http://namecheap.com) for domain name purchases.



### Leave it to the Professionals

A good portrait is an invaluable piece of your Personal Brand kit. It helps impart trust, can be used for your socials, can be sent through to podcast or speaker bookings.

The value of a professional photographer cannot be understated. They understand light, make you relaxed, deliver confidence and take the pain out of getting great portraits.

- Talk with your photographer about what you'll be conveying on your site and take a list of the moods you want to illustrate: Professional, smiling/lighter in mood, candid and thoughtful, laughing.
- If you feel up for it, take along a prop that signifies you specifically: A passionate cook? take your favourite ladle. A climate change science advocate, take a tree seedling or a beaker of sea water.

Professional photos are useful for your linkedin profile, your social banners and to send when you're booked for speaking and podcasts.

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### Be you-niquely YOU

Your UVP (unique value proposition) is the main piece of content you need to write for your site. This becomes your Pitch - Get this right and you can elaborate on it for your About Page, tease it out for blogs, send it out for podcast guest spots and speaker profiles. Nail this, grow your confidence and use it as the building block for copy for the rest of your site.

Build your pitch by outlining:

- Your values - what you hold dear, the traits you look for in clients customers and colleagues, what are you known for. Testimonials and references are a great source for this as your values are what show outwardly to people you work with
- Your story - make it personal. While we don't need the deep and intimate, including your highs and lows, your peaks and shallows, your good and bad puts flesh on the bones of your content AND gives a human face to your skills, business and products.
- Your goals - do you want to build an audience, support a cause, change the world, get speaker roles, eventually monetise a service you're building

If we are brave enough to be visible in knowing and saying what you want to achieve, people are happy to get behind it. A personal brand states that you value what you want to say so much that even when life is busy and fraught, and there are many messages trying to get through you are standing up to say this is my intention.

### YOUR VALUES + YOUR STORY + YOUR GOALS = YOUR PITCH

- Craft this into your 200-300 word opening paragraph and place this on your home page, break it up to include more paragraphs further down the page to draw people further into site.
- Flesh this out with your experience, education, skills and values for an about page, add a speaker reel if you have one

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### Calling out with your CTAs

Calls to Action (CTAs) are essential. These invisible little pieces of vital copy can fall through the cracks, and without them, your beautiful new site is just floating through the internet without allowing your audience, clients, employers, podcasters to get in touch.

Think of what you want people to do next and tell them this clearly:

- Want them to call you? - give them an active phone no. This means its an active field on a mobile people can click to call.
- Want people to fill in your contact form so you can respond in your time? Make your form safe and spam free with a captcha
- Book a chat - sign up for a free calendly.com calendar account and fill in the times when you're free for a chat. This efficiency saves the to and fro of guestimating times you'll be free.
- Want to gather emails? Create a sign up reward and create a mailchimp account. Tell people you're capturing their details and send them seamlessly onto your Mailchimp list, and keep people informed of the wonderful things occuring under the banner of your Personal brand

5.

### Be helpful, generous and deliver value

With your site live, you're online and moving your Personal Brand forward.

- Use Testimonials throughout your site to show the solutions you deliver and tell the story of how great you are through another person's experience. This broadens your reach so you can help more people.
- Connect through socials and blog posts that solve problems. When people recognise their struggles and story in the content you write and the solutions you give, you build trust. Building trust builds shortcuts to understanding what you're offering. Respond to comments, reach out, deliver value.

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