



The process of defining and designing your business is an important one. Your business identity will transpire through all your marketing efforts so it's important to know what you stand for and what you want your customers and prospects to see. By working through this checklist, you will develop a consistent image for your business that will help you direct your future sales and marketing efforts.

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**#1 Know what makes you and your business unique compared to your competitors.**

Why should people pay for your services? What unique skill set or experience do you have? What sets you apart?

**#2 Choose your niche** according to your unique skill set and make sure you understand your target client's interests, goals and needs. Also, know how your business identity will influence your unique target audience.

**#3 Define your business identity.** Your business identity is comprised of the vision you set for your business and the mission that you want to fulfill. These need to remain consistent to ensure that your customers and prospects receive a clear message everywhere you interact with them.

**#4 Choose a business name.** It should be easy to spell and remember while simply conveying your business identity.

**#5 Choose the colors that will best represent your business identity.**

**#6 Design a logo** or hire someone to design a logo for your business. Make sure the logo uses your colors and conveys your business identity in a simple and understandable way.

**#7 Define a personality for your business** - a list of characteristics that corresponds to your personality and your business identity. This will help you create a strong connection with your audience by sounding genuine in everything you do and say online.

**#8 Create a list of all the platforms and opportunities** you will be a part of and know how you will integrate your business identity into them. These include:

- Social media profiles
  - Website
  - Blog name
  - Email signature
  - Phone message
  - Networking associations
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Your business identity is what makes you and your business stand out from the noise. It is who you are and what you represent. By using this checklist, you will ensure that you are creating a consistent and clear message that your prospects and customers will resonate with.