



JADE & INK CONSULTING

Branding Checklist for Entrepreneurs

Brand Foundation

- Mission statement defined
- Vision clarified
- Core values identified
- Target audience defined
- Problem you solve stated

Brand Identity

- Business/Ministry name finalized
- Logo created
- Brand colors selected
- Fonts chosen
- Overall brand style defined

Brand Voice & Message

- Brand tone identified
- Key message written
- Elevator pitch completed
- Scripture or guiding principle (optional)

Digital Presence

- Website or landing page
- Professional email
- Social media platforms selected
- Bio/About section written

Legal & Structure

- Business/Ministry registered
- EIN/Tax ID obtained
- Bank account opened
- Domain name secured