A Practical Guide To Building Your Personal Brand

Creator Checklist (Software Edition)



Power Tip: Vision Board

- [ ] Health Goals
- [ ] Career Goals
- [ ] Financial Goals
- [ ] Quality Time Goals

Step 1: Define your ART

- [ ] CONTENT: Define the art forms you will be creating?
- [ ] SERVICES: What services will you be providing?

Step 2: The Backbone To Your Success

- [ ] Organization
  - [ ] Create a Google Calendar
  - [ ] Create an Asana account (Team work Flow)

    Invite me to: vattanaxthach@gmail.com
  - [ ] Download app "Sendanywhere" (Multi-platform File Transfer)
- [ ] Protection

- [ ] Download app "Forms by Legalshield" (Free Legal Contracts for protection)
- [ ] Create Liability Protection Forms for children & adults
- [ ] Create Media Release Forms for children & adults

- [ ] Free Creative Apps & Sites
  - [ ] Canva

- [ ] Streaming
  - [ ] Download Desktop app - Open Broadcast Software (PC Streaming & Screen Recording)
  - [ ] Make Restream.io account (Stream to multiple platforms at once)
  - [ ] Download OBS.Live (Complete Streaming Package)

    Download Here: https://streamelements.com/obslive

Step 3: Social Platforms - Top Of The Funnel

- [ ] Social Media
  - [ ] Byte
  - [ ] Facebook + Professional Facebook
  - [ ] Instagram
  - [ ] Linkedin
  - [ ] Pinterest (Optional)
  - [ ] Snapchat
  - [ ] Twitter
  - [ ] Tik Tok
  - [ ] YouTube

- [ ] Streaming Platforms - Optional
  - [ ] Facebook, Instagram, Periscope (Twitter), Tik Tok, YouTube
  - [ ] Twitch
  - [ ] Mixer
  - [ ] YouNow
  - [ ] NimoTV
  - [ ] D. Live

- [ ] Writing Platforms - Optional
  - [ ] Medium - Blogging + Earn $
  - [ ] Tumblr
  - [ ] Wattpad

- [ ] Tumblr

- [ ] My Podcasting Host Recommendations - Optional
  - [ ] Option A: Whooshkaa

    Free + Multiple Shows + 200mb upload size

  - [ ] Option B: Anchor

    https://anchor.fm/

    Free + One Show + Unlimited Upload Size + Accept Monthly Recurring Donations + Mobile App

  - [ ] Option C: Pinecast

    https://www.pinecast.com/

    Free + Premium Option

    Why would you want to pay for podcasting? Because the platform will not have to be at the mercy of advertisers to keep their platform alive like the two options I mentioned above.I chose pinecast because the basic package is affordable and you can have multiple shows on it.

- [ ] Other Platforms To Consider - Optional
  - [ ] Webtoon (Original Web comics)
  - [ ] Imgur
  - [ ] DeviantArt (Original Art)

- [ ] Additional Platforms To Consider For Social Engagement - Optional
  - [ ] Amino - Fandoms
  - [ ] Reddit
  - [ ] Viki - Video Streaming Platform
  - [ ] Crunchyroll - Anime Streaming Platform

Step 4: Social Platforms & Tools - Middle Of The Funnel

- [ ] Band - Make your own group
- [ ] Discord - Make your own server
- [ ] Facebook - Make your own group
- [ ] Facebook Messenger (Business Page)
- [ ] Mailchimp (Bulk Email)
- [ ] Texting (Don't currently have any recommendations)

Step 5: Sales Tools - Bottom Of The Funnel

- [ ] Sales + Inventory + Subscriptions
  - [ ] Squareup (Free Online Booking Service)

    Sign up here: https://squareup.com/i/VATTANATH1

- [ ] Stripe
- [ ] Paypal
- [ ] Community Builders w/ $ features
  - [ ] Patreon (Multiple Subscription Services)

    Here's an invite link - https://patreon.com/invite/rpjbo
  - [ ] Ko-Fi (Donations + Commissions + Recurring Donation + Stream Notifications)
  - [ ] StreamElements (Donations + Stream Overlays + Bots + Stream Notifcations)
- [ ] Merchandise - Zero Cost Print On Demand Fulfillment Options
  - [ ] A.) Printful
  - [ ] B.) Printify
  - [ ] C.) Redbubble
  - [ ] D.) TeeSpring
  - [ ] E.) Zazzle
  - [ ] F.) Society6
  - [ ] G.) DesignByHumans
  - [ ] H.) SunFrog
  - [ ] I.) Threadless
- [ ] Affiliate Marketing
  - [ ] Amazon
  - [ ] eBay
  - [ ] For any products or services that you personally use or recommend, check their website to see if they have an affiliate program. Make $ by having people use your link.

Step 6: Content Strategy Part 1 - Top Of The Funnel

- [ ] Videos
  - [ ] Macro Video Format

    Strong enticing intro. Brand animation. Introduction. Community shout out(s) Introduce the focus. Affiliate/ Sponsor/ service/ product/ announcement insert. Call To Actions. Thank yous.
  - [ ] Social Platforms Distribution
  - [ ] Micro Video Format
  - [ ] Social Platforms Distribution
  - [ ] Determine Frequency + Release Times
- [ ] Podcasts

- [ ] Macro Podcast Format
  Strong enticing intro. Brand music. Introduction. Community shout out(s) Introduce the focus. Affiliate/ Sponsor/ service/ product/ announcement insert. Call To Actions. Thank yous.
- [ ] Micro Podcast Format
- [ ] Social Platforms Distribution
- [ ] Determine Frequency + Release Times

- [ ] Writing
  - [ ] Macro Writing Format
  - [ ] Social Platforms Distribution
  - [ ] Micro Content Format
  - [ ] Social Platforms Distribution
  - [ ] Determine Frequency + Release Times

Step 7: Content Strategy Part 2 - Middle Of The Funnel

- [ ] Social Groups - Define a purpose for your group(s)
  - [ ] Design Formats For Each Platform
  - [ ] Facebook
  - [ ] Discord
  - [ ] Band
  - [ ] Determine Frequency + Release Times
- [ ] Singular Communication - Define a purpose for these mediums
  - [ ] Design Formats For Each Platform
  - [ ] Email
  - [ ] Texting
  - [ ] Facebook Messenger (Business Page)
  - [ ] Determine Frequency + Release Times

Step 8: Content Strategy Part 3 - Bottom Of The Funnel

- [ ] Community Apps
  - [ ] Patreon
    Determine Perks and create a Tiers List
  - [ ] Ko-Fi
  - [ ] Streaming Platforms (For Paid Subscribers)
    Custome Emotes etc.

- [ ] Determine Content Type + Exclusives
- [ ] Determine Frequency + Release Times of Exclusive or Early Access Content

Step 9: Visual & Audio Branding

- [ ] Make or find your own. Pay someone.
  - [ ] Logo(s)
  - [ ] Sounds/ Music for intros and breaks
  - [ ] Banners for social platforms
- [ ] Optimize All Social Landing Pages
  - [ ] Instagram Highlights
  - [ ] Facebook Featured Photos
  - [ ] All Top Of The Funnel Social Platforms
  - [ ] All Livestreaming Platforms: Photos & Links
  - [ ] All Bottom Of The Funnel Platforms
  - [ ] All Middle Of The Funnel Social Platforms
- [ ] Website
  - [ ] Personal Recommendation (FREE) - https://Carrd.co/
  - [ ] Website Alternative (FREE & Simpler) https://linktr.ee

Power Tip: Timeless Marketing Strategies (FREE)

- [ ] Power Tip: Aim to bring value intentionally or acknowledge people as humans on social
- [ ] Follow tags, subreddits, groups, shows, fandoms, creators that fit your niche/ interests
- [ ] Engage in the comments on social media
- [ ] Direct message
- [ ] Create Promotion Strategies for enhanced social awareness

Power Tip: Time Management via Google Calendar

- [ ] Always Make Time For Self-Care
- [ ] Insert time for content creation
- [ ] Insert time for digital marketing
- [ ] Insert time for IRL marketing
- [ ] Weekly meetings w/ partners

- [ ] Questionairres

A note from the checklist creator

- [ ] I hope this helped. Please share it with others if it did.
- [ ] I hope to create different useful checklists and websites in the future...
  - [ ] that relate to different creative industries
  - [ ] saving money (Cell Phone Plans, Auto Coupon, Good Brands, Rebates)
  - [ ] Tech Recommendations
  - [ ] Social Responsible Companies

Have any suggestions? Let me know

I love helping people with their health so I create content around that. I also dance. Check me out here:

- [ ] https://VattanaRThach.carrd.co/

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checkli.com