

## BRANDING CHEATSHEET - FIND YOUR BRAND

### ✓ Decide on your "niche"

- Who are you? What do you want to be known for?
- Add at least 1 element of personality  
*e.g. Anna McNuff's "mischief maker"*

### ✓ Find Your Why

- A short mission statement or something that sums you up. As a rule of thumb, I'd need to be comfortable wearing it on a t-shirt everyday for the rest of my life.  
*e.g. Be Yourself - Know Yourself - Challenge Expectations*

### ✓ Colour Schemes

- Be consistent with a few colours. These form a recognisable primary pallet that you can reuse across everything you do.  
*e.g. Compare this cheatsheet to my logo to my website colours. Hmm...*

### ✓ Fonts

- Choose something easy to read
- Again, consistency is key so people start to associate you with the font

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### ✓ Style of writing /content

- Think voice. Think about how you tell stories. Think about how you deliver content.

*e.g. Are you the kind of person who fills your tweets with emojis? What does that say about you?*

### ✓ Pictures of you

- If this is a brand that you are at the centre of, it's worth getting some good photos of you doing the things you want to be known for. No point in having a picture of you in a suit if you want to be known as a jungle explorer.

This checklist is linked to the blog post:

**Why Adventurers & Bloggers Need A Brand + How to Make One** available at

<https://travellinglines.com/adventurer-branding>