10 Point Checklist for Branding Your Content Upgrade

When you're giving away content, always make sure the person who downloads it knows who you are and how to find you.

- **Checklist by Denise Wakeman, Your Guide to More Visibility on the Web**

  - Your name as author of the content

  - URL for your website

  - URL that links back to the original blog post

  - Links to related content and resources. Where can you link to supporting blog posts and resources.

  - Can you include affiliate links?

  - Call to Action. What's the next logical step for the person to take?

  - Your bio. In 3-4 sentences tell a quick story about who you are, what you do and who you serve.

  - Your professional headshot. This is a key visibility piece and will set you apart as being recognizable around the Web.

  - Copyright info: (c) Your Name. All Rights Reserved. Your Website URL

  - Make it look great! Looks matter so do your best to design your content so it matches your brand.

- **Learn more at DeniseWakeman.com**

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