

# 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/rjibo>
  - Ko-Fi (Donations + Commissions + Recurring Donation + Stream Notifications)
  - StreamElements (Donations + Stream Overlays + Bots + Stream Notifications)
- 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)

Custom 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
- Questionnaires

- **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/>

## **Make and Share Free Checklists**

[checkli.com](https://checkli.com)