

# A Practical Guide To Building Your Personal Brand

Creator Checklist (Software Edition)

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## 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](mailto: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>
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### 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 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)