

How Your Brand Drives Sales



Influencer Brand Checklist

Paul Farhat | Brand Strategist & Visual Storyteller



How Your Brand Drives Sales

Clarity & Consistency

→ Your brand looks and feels cohesive across platforms.

Builds Trust

→ Your audience begins to recognize and rely on you.

Emotional Connection

→ People relate to your story, values, and voice.

Increased Engagement

→ They like, comment, share, and follow more consistently.

Conversions & Sales

→ Trust + connection = followers buying what you recommend.

Influencer
Brand Checklist

1. Personal Brand Foundation

- Define your niche (e.g., beauty, wellness, fashion, lifestyle)
- Clarify your mission – Why are you showing up online?
- Identify your unique value – What makes you different?
- Write a 1–2 sentence brand statement

2. Audience & Positioning

- Define your ideal follower (age, gender, interests, values)
- Identify their pain points or desires
- Understand how you help or inspire them

3. Visual Identity

- Choose a color palette (3–5 consistent colors)
- Select 1–2 fonts for graphics or templates
- Create a consistent visual style for Reels, Stories, posts
- Optional: design a simple logo or name mark

4. Content Strategy

- Define your 3–5 content pillars
- Plan out weekly or monthly themes
- Use a consistent posting format (e.g., Reels + carousels + Stories)

5. Brand Voice & Personality

- Identify your tone: Friendly? Empowering? Bold? Calm?
- Create a list of go-to phrases or taglines
- Keep captions and video scripts in your authentic voice

6. Profile Optimization

- Cohesive profile picture across platforms
- Clear bio with what you do + value you bring
- Add link in bio (Linktree, Stan.store, your website, etc.)
- Highlight covers that match your brand

7. Thought Leadership & Storytelling

- Share your personal story or transformation
- Include behind-the-scenes or “real life” moments
- Create educational or inspirational content based on your experiences

Influencer
Brand Checklist

8. Brand Partnerships

- List brands you want to work with
- Create a media kit with your bio, stats, rates, and past collabs
- Only promote products aligned with your values + audience

9. Platform Consistency

- Same name, photo, and tone across all platforms
- Repurpose content across platforms to increase reach

10. Growth & Community

- Engage daily with your audience (DMs, comments, Q&As;)
- Track your performance (reach, engagement, saves)
- Build an email list or private community (optional but powerful)

Influencer
Brand Checklist

Need Help Filling the Gaps? Let's Work Together 1:1!

You've just taken a bold step in building a brand with clarity and purpose—but if you still feel unsure or stuck in any section of this workbook, you're not alone.

Sometimes, you just need an expert eye, a clear strategy, or a confidence boost to bring it all together. That's where I come in.

Book a 1:1 Brand Clarity Session with me and we'll:

- Refine your messaging
- Align your visuals with your purpose
- Clarify your audience and positioning
- Ensure your brand stands out in your industry

Let's turn your workbook into action.

Email: paulfarhatft@gmail.com

IG: [paul_is_your_brand_guy](#)

Cell: +1 - 727 - 688-8864

