

# The Littlest Brand Check-in

A wellness checkup  
for your current brand.

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# The Check-in Questions

Is there a picture of your *face* on your website?

Are your *fonts, colors + icons* consistent?

Are you *excited* to share your brand with others?

Do your photos look *professional*?

Can you easily find the *call to action* on your website?

Can you read your *logo* from far away?

# Branding Foundations

- We only remember 10% of what we hear and **65% of what we see.**
- **Branding is** more than just a logo. It's **your "why"**, your way of telling the world who you are, what your core values are and how you will be there for them.
- Making a brand is simpler than you think. You don't need a fancy logo you need **clarity.**
- **Don't add fluff.** When images are relevant viewers look at the images more than the text.

What do you make/provide? What problem do you *solve*?

Who is your *audience*? Who are you helping?

What makes you *different*?

Write down the *lifestyle* that comes to mind based on your answers:

# The Check-in Assessment

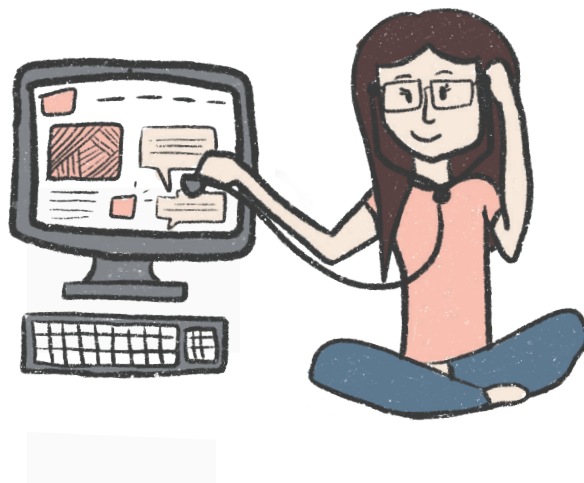
**Step 1:** Fix anything from the CHECK-IN QUESTIONS PAGE that has a "no" answer.

**Step 2:** Look at your FOUNDATIONS answers. If anything is left blank schedule 20 minutes a day to figure out the answers.

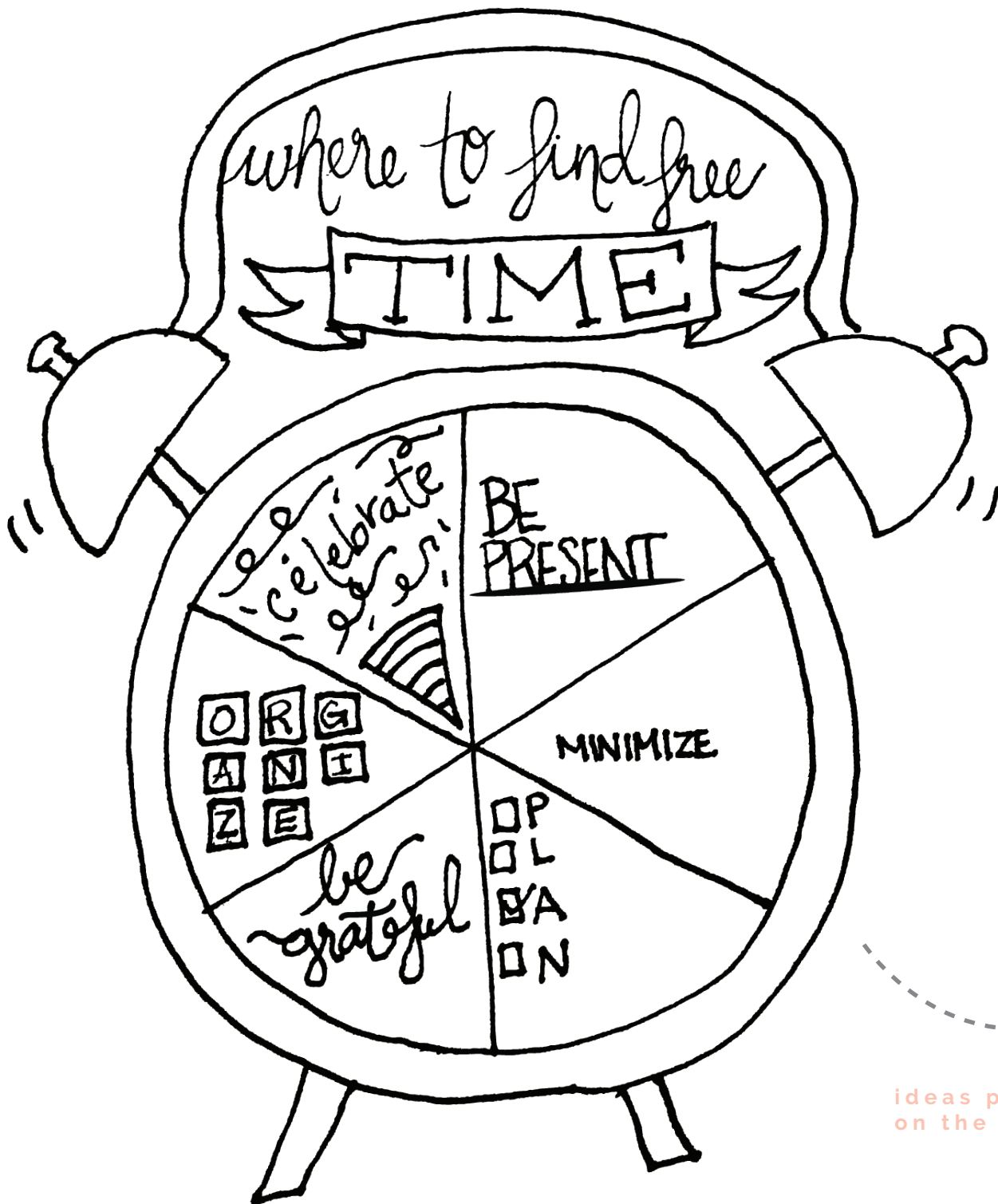
**Wondering how to make time for that research? Go to the next page.**

**Step 3:** For a more in-depth check-in, look at the last question on the FOUNDATIONS page. Does your brand fit in that lifestyle?

**Want some help figuring this out? Set up a brand consult chat at the website below.**



# Making Check In Time



ideas per category  
on the next page

## Be Present

- Turn off social media
- Turn off the internet
- Remove distractions beforehand
- Turn on themed music
- Go in with a plan
- Break down your to-do list
- Use essential oils

## Minimize

- Remove unnecessary to-do items
- Create a Mission Statement
- Follow the Mission Statement
- Create a Do-Later List
- List ideas on a Brain Dump page
- Let game-changer ideas sit for a day or two before doing them

## Plan

- Set aside planning time each week
- Keep a planner near you
- Create deadlines for important tasks
- Plan your child's outings
- Plan simple activities (like jumping in puddles)
- Make a list of Plan B's
- Pre-prepare your meals/snacks

## Be Grateful

- Keep a gratitude journal
- Tell yourself out loud what you like about your current situation
- Make a list of the strengths that come from your/other's weaknesses
- Practice positive self-talk
- Say "I love you" every day
- Reframe how you think of "kids moving to slowly" to "an activity"

## Organize

- Only own what you need and what makes you happy
- Give everything its own place
- Automate your business systems
- Spring clean your computer files
- Create a meal rotation
- Create a toy rotation
- Create daily routines

## Celebrate

- Do a happy dance
- Eat a healthy treat
- Tell someone about it
- Practice a self-care favorite
- Tell yourself you did well
- Give yourself a sticker
- Check off your to-do list to themed music



# Where are you now?

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I've collected some easy-peasy guidebooks to get you started towards a healthier brand based on where you are in the brand health spectrum:

*"OMG!?! My brand is soooo unhealthy!"*



DIVE into LESSON 1

*"I need to do more research on my ideal client."*



DIVE into LESSON 2

*"Whew! My brand is okay, but I want to take it to the next level."*



DIVE into LESSON 3



I'd love to know how this guide worked for you!  
You can share or ask questions here:



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If you'd like visual videos to explain these ideas further, you can  
visit my highlights & IGTV on [instagram.com/illustrative.us](https://www.instagram.com/illustrative.us)