

SIGNATURE-STORY BRAND ESCALATION CHECKLIST

Critical elements to ensure your story strengthens your brand, delivers a stronger message, attracts more loyal clients, and up-levels your business.



SIGNATURE-STORY BRAND ESCALATION CHECKLIST

Print this out to mark your progress as you grow your business using the following power-story branding and marketing efforts.

BUSINESS

- Business Name
- Your Expert Title
- Ideal Client Avatar
- How You Best Help
- Differentiators
- Auto-Scheduler
- Hosting Co./URL's
- Credit Card Processing

POWER-STORY

- Tagline
- Message Phrases
- Short "I help" Statement
- Email Signature
- Your "I" Story (1st person)
- Introduction (3rd person)
- 30-Second Elevator Pitch
- Client Testimonials

PRINTED MATERIALS

- Business Cards
- Speaker One-Sheet
- Trade-Show Signs
- Co-Authored Story Book
- Expert Business Card Book
- Branded Client Gifts

STORY BRANDING

- Color Logo (Tall & Wide)
- Monotone Logos
- Color Palette
- Brand Fonts
- Icons/Brand Images
- Brand Photos
- Professional Headshot
- Lifestyle Photos

SOCIAL MEDIA

- Profile Photos
- Profile Stories
- Cover Photos
- Inspirational Meme's

DIGITAL MARKETING

- Website
- Opt-in Process
- Calls-to-action
- Brand Video
- Email Marketing
- Email Auto-Responders
- Content Marketing
- Branded Invoicing
- Online Live/Auto Events



Hi, I'm Christie Ruffino. Since my first entrepreneurial effort as the top Girl Scout Cookie Seller to building three six-figure businesses, I've mastered the art of guiding other entrepreneurs to get the ground-breaking results they deserve.

All this experience has come together in a way that now serves my clients at the highest level. As a Profitize Your Purpose™ Coach, I guide female entrepreneurs through my signature process to activate the power of STORY, SYSTEMS, & COMMUNITY to build a more dynamic brand, attract more clients, and make more money.

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