

ANNULYSSE BRANDING

Your 90-Day Brand Implementation Checklist

Align your tangible and intangible brand elements — one focused week at a time.

Phase 1: Days 1–30

Phase 2: Days 31–60

Phase 3: Days 61–90

How to Use This Checklist

Work through one phase at a time. Check off each item as you complete it, add a completion date in the notes box, and assign ownership where your team is involved. Don't try to do everything at once — momentum builds from consistent small steps.

90 Days Total	3 Phases	30+ Action Items
Immediate Fixes High-traffic touchpoints first	Brand Alignment Voice, visuals & messaging	Long-term Growth Culture & systems that last

PHASE 1
Days
1–30

Immediate Fixes

Audit, define & fix your highest-traffic touchpoints

WEEK 1

Brand Audit & Foundation



Document your brand purpose

Write a 1–2 sentence brand purpose statement. What do you exist to do, and for whom?



Define your core values

Choose 3–5 values that guide every brand decision. Write them down — not just in your head.



Write your brand voice guidelines

Describe your tone in 3–5 adjectives. Include examples of what you sound like and what you don't.



Identify your target audience

Write a specific description of your ideal customer — their problem, their goals, and what they need from you.



List every brand touchpoint

Map every place your audience encounters your brand — website, social, email, packaging, support, and beyond.

Week 1 Notes / Completion Date

WEEK 2

Visual Identity Audit



Create your visual toolkit

Compile logo files (all versions), exact color hex codes, font names, and usage rules in one document.



Audit your website

Does it load fast, look on-brand, and clearly communicate what you do? Fix the top 3 issues you find.



Audit your social media profiles

Check every profile photo, bio, header image, and link. All should be consistent and current.



Check email signature

Name, title, website, and one social link — consistent across everyone on your team.



Fix top visual inconsistencies

Pick the 3 biggest visual gaps from your audit and fix them this week.

Week 2 Notes / Completion Date

WEEK 3

Messaging & Content



Rewrite your headline or bio

Does your website headline and social bio immediately say who you help and how? Rewrite both.



Define your content pillars

Choose 3 core topics your brand will consistently cover. Every piece of content should tie back to one of these.



Audit your last 10 posts

Do they all sound like the same brand? Do they align with your voice guidelines? Note what to change.



Create a content calendar template

Set up a simple weekly posting schedule. Decide platforms, formats, and frequency — then stick to it.



Add internal links to your top blog posts

Link your existing posts to each other to improve SEO and keep readers on your site longer.

Week 3 Notes / Completion Date

WEEK 4

Customer Experience



Map your customer journey

Walk through every step from discovery to post-purchase. Note where the experience breaks down.



Audit your onboarding experience

What happens after someone buys, books, or subscribes? Make sure it reflects your brand promise.



Review your support or inquiry response

How quickly and how well do you respond? Response time and tone are both brand signals.



Add social proof to your website

Add at least 3 testimonials, results, or client stories to your homepage or services page.



Set Phase 1 KPIs

Define what success looks like for this phase: website traffic, conversion rate, inquiry volume.

Week 4 Notes / Completion Date

Phase 1 Progress

_____ / _____ Completed

PHASE 2
Days
31-60

Brand Alignment

Align voice, messaging & systems across every platform

WEEK 5-6

Voice & Messaging Alignment



Apply brand voice to all website copy

Rewrite any section of your website that sounds off-brand, too generic, or inconsistent.



Update your email marketing tone

Review your welcome sequence, newsletters, and automated emails — do they all sound like you?



Align social captions across platforms

Instagram, LinkedIn, Pinterest — same voice, adjusted tone. Review and update your most recent posts.



Create a messaging document

Write out your key messages: what you do, who you help, why you're different, and what you want people to do next.



Fix your most-visited blog posts for Yoast SEO

Focus keyphrase, meta description, transition words, and internal links for your top 3 traffic posts.

Week 5-6 Notes / Completion Date

WEEK 7-8

Systems & Consistency



Build a brand asset library

Create a shared folder (Google Drive, Dropbox, or Canva) with all brand assets — accessible to your whole team.



Set up a content batching system

Batch-create content one week ahead. Schedule in advance using Buffer, Hootsuite, or your platform's scheduler.



Create templates for recurring content

Design reusable Canva templates for carousels, quote posts, and announcements so every post looks on-brand.



Establish a brand review process

Decide who approves content before it goes live and what they're checking for — voice, visuals, message.



Set Phase 2 KPIs

Engagement rate, email open rate, content output consistency — track against Phase 1 baseline.

Week 7-8 Notes / Completion Date

Phase 2 Progress

_____ / _____ Completed

PHASE 3
Days
61–90

Long-Term Growth

Culture, credibility & systems that build brand equity

WEEK 9–10

Reputation & Credibility



Build a testimonial collection system

Set up a simple process to request testimonials after every project, purchase, or positive interaction.



Publish 2 new SEO-optimized blog posts

Use the Yoast framework — focus keyphrase, meta description, transition words, internal links, FAQ block.



Create or update your lead magnet

Offer a free guide, checklist, or resource that speaks directly to your ideal customer's biggest problem.



Set up or grow your email list

If you haven't started, launch your list this week. If you have one, optimize your opt-in offer and welcome sequence.



Get featured or pitch yourself somewhere new

A podcast, a guest blog, a panel, a collaboration — put your brand in a new room this month.

Week 9–10 Notes / Completion Date

WEEK 11-12

Culture, Team & Long-Term Systems



Train your team on brand guidelines

Run a 30-minute brand onboarding session. Cover voice, visuals, values, and customer interaction standards.



Review and update your brand strategy document

Does everything still reflect your current goals, audience, and direction? Update what no longer fits.



Set your next 90-day content roadmap

Plan blog posts, social campaigns, email sequences, and any launches for the next quarter.



Complete a full brand audit

Revisit your original touchpoint list. What's improved? What still needs work? Score each one.



Celebrate and document your wins

Write down what changed in 90 days. Use it as social proof, a blog post, or a reflection for your team.

Week 11-12 Notes / Completion Date

Phase 3 Progress

| _____ / _____ Completed

Overall 90-Day Progress Tracker

Phase 1 — Immediate Fixes (Days 1–30)

____ / ____ items | Date completed: _____

Phase 2 — Brand Alignment (Days 31–60)

____ / ____ items | Date completed: _____

Phase 3 — Long-Term Growth (Days 61–90)

____ / ____ items | Date completed: _____

Overall 90-Day Checklist

____ / ____ items | Date completed: _____

WANT HELP IMPLEMENTING THIS?

Let's Build Your Brand Together

At Annulyse Branding we help entrepreneurs and small business owners implement every step of this checklist — from brand strategy and visual identity to SEO, content, and email marketing.

→ [Start at annulysebranding.com](https://annulysebranding.com)

Because a consistent brand is the one people remember — and come back to.