

# BRANDING FOR THE INDEPENDENT CONSULTANT

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WE HAVE A REPUTATION FOR \_\_\_\_\_.

WE WANT A REPUTATION FOR \_\_\_\_\_.

## BASIC

Your own fonts (one for headings, one for body copy, maybe a third condensed font for graphs)

Your own color scheme

A sexy logo

Business cards (for all)

Thank you / Holiday cards

Consistent staff photos

### RESOURCES

Font Squirrel

“Beyond Calibri”

Design-Seeds

Upwork

Moo

## INTERMEDIATE

Graphic styles (be specific about images and details—think square vs. rounded corners)

Data visualization styles

Social media (Twitter, Facebook, LinkedIn or something else? All mean something)

### RESOURCES

Style sheet template on my site

Big Mouth Marketing  
Guide to Getting Started  
on Twitter

## ADVANCED

Voice (your written and in-person presence)

Delivery (paper or digital)

Your personal look

Swag

Process or Procedure

### RESOURCES

“Moving from paper to digital”

RightSleeve

WORKING ON THE BIZ, RATHER THAN IN THE BIZ