

# MINIMUM VIABLE BRAND CHECKLIST

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<input type="checkbox"/>	LOGO:	BUDGET	VENDOR
<input type="checkbox"/>	BUSINESS CARD	BUDGET	VENDOR
<input type="checkbox"/>	BIO	BUDGET	VENDOR
<input type="checkbox"/>	HEADSHOT	BUDGET	VENDOR
<input type="checkbox"/>	WEBSITE	BUDGET	VENDOR
<input type="checkbox"/>	INSTAGRAM	BUDGET	VENDOR
<input type="checkbox"/>	BEHANCE	BUDGET	VENDOR
<input type="checkbox"/>	DIRECT MAIL PIECE	BUDGET	VENDOR
<input type="checkbox"/>	CAMPAIGN	BUDGET	VENDOR
<input type="checkbox"/>	LEAVE BEHINDS	BUDGET	VENDOR
<input type="checkbox"/>	EMAIL TEMPLATE	BUDGET	VENDOR
<input type="checkbox"/>	EMAIL TRACKING SOFTWARE	BUDGET	VENDOR
<input type="checkbox"/>	INTERNAL PRICING LIST	BUDGET	VENDOR
<input type="checkbox"/>	VENDOR/SUPPLIERS LIST	BUDGET	VENDOR
<input type="checkbox"/>	ASSISTANTS/TALENT LIST	BUDGET	VENDOR
<input type="checkbox"/>	CONTRACT	BUDGET	VENDOR
<input type="checkbox"/>	PITCH TEMPLATE	BUDGET	VENDOR
<input type="checkbox"/>	RELEASE FORMS	BUDGET	VENDOR
<input type="checkbox"/>	ANALOG PORTFOLIO	BUDGET	VENDOR
<input type="checkbox"/>	POTENTIAL CLIENT LIST OF 50 NAMES	BUDGET	VENDOR
<input type="checkbox"/>	COLD CALL SCRIPT	BUDGET	VENDOR

This is a list of the things you need, besides a very strong portfolio, to hit the streets and get your work in front of clients who are ready to hire you.

There are no shortcuts worth cutting and all of this should take you less than a few weeks to pull together. This is your business. It is not a priority 7 item just under washing the dog. It is a priority ONE list. Start by marking off what you already have and then start filling in the gaps.