

SELF PROMOTION MUST HAVE PIECES

- ☐ Logo and brand
- ☐ Consistent Corporate ID
- ☐ Resumé
- ☐ Business Cards
- ☐ **Stationery:** Letterheads, envelopes
- ☐ **Email Signature:** Professional
- ☐ **Domain Name:** Try to get your own
- ☐ **Web:** website & blog
- ☐ **Portfolio:** print & digital
- ☐ **Social Media:** Facebook, Twitter, YouTube, LinkedIn, Pinterest
- ☐ **Other Corporate ID:** CD labels, mailing labels, thank you cards
- ☐ Name Tags

ADDITIONAL ITEMS

- ☐ **Printed Material:** Brochure, direct mail (postcard, greeting card, etc)
- ☐ **Email Marketing:** Presence on clients' or potential employers' inboxes
- ☐ **Blog:** With relevant information to your work, clients, or employers
- ☐ **Seasonal:** Greeting cards, postcards, gifts, creative items
- ☐ **Events:** Shows you participate in, networking events, social activities
- ☐ **Non Profit Events:** Events you support (good causes, art, etc)

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GRAPHIC DESIGN

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RESOURCES YOU MIGHT LIKE

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THANKS!

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