

Brand Visibility Checklist for Voice Actors

Legacy Branding Mastermind Resource

Introduction

Every post serves a different purpose in your Legacy. This checklist will help you:

1. Identify your post type
2. Focus on the elements that matter most for that type
3. Maintain brand consistency while meeting your specific goal

Post Type Decision Tree

Start here to identify your post type:

1. What's your primary goal?
 - Showcase expertise/knowledge → Authority Post
 - Share personal stories/build relationships → Connect Post
 - Generate interaction/community building → Engage Post
 - Promote services/make offers → Dazzle Post
2. Quick check:
 - Are you teaching something? → Authority
 - Are you sharing your journey? → Connect
 - Are you asking for participation? → Engage
 - Are you selling something? → Dazzle

Posting Frequency Guidelines

Authority Posts (40% of content)

Why this frequency? Consistent demonstration of expertise builds trust and positions you as a go-to professional. However, too many authority posts can feel lecture-like and distance your audience.

- Recommended: 4 out of 10 posts
- Example cadence: 2-3 times per week

Connect Posts (30% of content)

Why this frequency? Personal connection builds trust and relatability, but too many personal posts might dilute your professional brand.

- Recommended: 3 out of 10 posts
- Example cadence: 1-2 times per week

Engage Posts (20% of content)

Why this frequency? Regular engagement maintains active community participation without overwhelming your audience with requests for interaction.

- Recommended: 2 out of 10 posts
- Example cadence: 1 time per week

Dazzle Posts (10% of content)

Why this frequency? Promotional content is necessary but should be balanced with value-giving posts to maintain audience trust.

- Recommended: 1 out of 10 posts
- Example cadence: 2-3 times per month

Note: These are guidelines, not rules. Adjust based on your audience's response and business needs.

Post Type-Specific Checklists

Authority Posts Checklist ____/25

Focus on demonstrating expertise and providing value

Must-Have Elements (15 points):

- ☐ Clear, actionable takeaway (5 pts)
- ☐ Industry-specific insight (5 pts)
- ☐ Credibility indicator (experience, results, etc.) (5 pts)

Supporting Elements (10 points):

- ☐ Relevant examples (3 pts)

- ☐ Professional presentation (3 pts)
- ☐ Clear explanation (2 pts)
- ☐ Resource links/references (2 pts)

Minimum score needed: 20/25

Connect Posts Checklist ____/20

Focus on authenticity and relatability

Must-Have Elements (12 points):

- ☐ Personal story or insight (4 pts)
- ☐ Emotional connection point (4 pts)
- ☐ Authentic voice (4 pts)

Supporting Elements (8 points):

- ☐ Relevant industry tie-in (2 pts)
- ☐ Visual support (photo/video) (3 pts)
- ☐ Conversation starter (3 pts)

Minimum score needed: 15/20

Engage Posts Checklist ____/17

Focus on generating interaction

Must-Have Elements (12 points):

- ☐ Clear call to engage (4 pts)
- ☐ Easy to participate (4 pts)
- ☐ Relevant to audience (4 pts)

Supporting Elements (8 points):

- ☐ Time-sensitive element (2 pts)
- ☐ Follow-up strategy (3 pts)

Minimum score needed: 13/17

Dazzle Posts Checklist ____/25

Focus on conversion and promotion

Must-Have Elements (15 points):

- ☐ Clear offer/CTA (5 pts)
- ☐ Value proposition (5 pts)
- ☐ Social proof (5 pts)

Supporting Elements (10 points):

- ☐ Urgency/scarcity (2 pts)
- ☐ Professional visuals (3 pts)
- ☐ Brand consistency (3 pts)
- ☐ Easy next steps (2 pts)

Minimum score needed: 22/25

Engagement Hooks Library

For Authority Posts

- "What's your biggest challenge with [VO-related task]?"
- "Here is my favorite tip for [VO-related outcome]"
- "What surprised you most about [interesting insight or revelation]?"

For Connect Posts

- "Can you relate to this experience?"
- "What was your 'aha moment' in [VO-related experience]?"
- "Share your studio setup evolution"
- "Things I do when I'm not in the booth to help me be at my best..."

For Engage Posts

- Poll: "Recording booth or treated room?"
- "Tag a voice actor who inspires you"
- "Fill in the blank: The best advice I ever got was ____"
- "This or That: Script marking edition"
- "Share your pre-session warm-up ritual"
- "Hot take: Slates are out of style"

- "Rate this technique: 1-5 🗣️"

For Dazzle Posts

- "Drop a 🎯 if you want the details"
- "What's holding you back from [goal]?"
- "First three to comment get [bonus]"

Brand Consistency Quick-Check

Apply to ALL post types

Essential Elements:

- ☐ Brand voice consistency
- ☐ Visual brand alignment
- ☐ Professional presentation
- ☐ Target audience relevance

Platform-Specific Considerations

LinkedIn

- Professional tone
- Industry insights
- Network building
- Portfolio highlights

Instagram

- Visual storytelling
- Behind-the-scenes
- Quick tips/reels
- Community engagement

Twitter/X

- Quick insights
- Industry news
- Real-time engagement
- Thread potential

Notes & Customization

Your Brand Keywords: _____

Target Audience: _____

Signature Elements: _____

Core Topics: _____

Remember: Each post type serves a specific purpose in your brand strategy. Focus on excellence within that post type's key criteria rather than trying to meet every possible criterion.

This checklist is part of the Legacy Branding Mastermind program. Customize it with your specific brand elements for daily use.