

# 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.

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