

THE PERSONAL BRANDING BLUEPRINT



CHECKLIST

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- What can be incorporated into your personal branding?
 - Education
 - Passions
 - Goals
 - Past successes
 - Experience
 - Personality traits
 - Values
 - Beliefs
 - Interests
 - What motivates you?
 - What do you want to achieve?
- Who is your target audience demographic?
 - Age
 - Location
 - Gender
 - Lifestyle
 - Education
 - Financial situation
 - Technological use
 - Family/living situation
- How can you understand your target audience better psychologically?
 - What do they want?
 - What do they need?
 - What challenges do they face?
 - What do they believe in?
 - What are their attitudes and behaviors?
- What does your personal branding have to offer?
 - Are you making their life easier or solving a problem?
 - Are you making their life more entertaining?
 - Are you helping them?
 - Are you teaching them something?
 - Why should they care?

- The three keys to success
 - Audience
 - Do not try and appeal to everyone
 - Clearly defining who your audience is
 - Understanding your target audience
 - Knowing what they want
 - Sharing their values
 - Catering your content towards them
 - Sharing it in places where they will find it
 - Authenticity
 - Seeming “real”
 - Sharing your story
 - Being accountable
 - Make them trust you
 - Consistency
 - Posting content consistently
 - Good quality content
 - Quality is more important than quantity
 - Design consistency
 - Logo
 - Font
 - Headshots
 - Design colors
 - Audience engagement
 - Are they liking your posts?
 - Commenting?
 - Sharing?
 - Or ignoring?
 - Replying to messages or comments
- What social media are you using?
 - Claim usernames
 - Make profiles
 - Website
 - Facebook
 - Twitter
 - Instagram
 - Pinterest
 - Blog

- LinkedIn
 - Email
 - YouTube
 - Podcasts
- Be active
- Use the ones that your target audience does
- Have contact pages
- Share posts between platforms to increase traffic
- Have a call to action
- Strategies to grow your brand and audience
 - Original content creation
 - Images and photoshoots
 - Videos
 - Podcasts
 - Blogs
 - Mailing list
 - Newsletter
 - Link back to posts
 - Exclusive content
 - Previews
 - Build subscribers
 - Free content as a preview
 - Networking
 - Guest blogs
 - Features or profiles
 - Interviews
 - Conferences
 - Exposure to new audiences
 - Get discovered by other reputable brands
 - Collaborations
 - Offering incentives
 - Direct, personal communication
- Building a connection with your audience
 - Responding promptly and personally
 - Replying to comments or questions
 - Taking on feedback
 - In-person events
 - Live sessions online
 - Starting a Facebook group to interact with your audience

- Are you checking your analytics to track your branding progress?
 - Engagement levels
 - Likes
 - Comments
 - Shares
 - Compared with views
 - Insights into post reach
 - Click-through rate
 - Are your followers translating into success stories?
 - Are you reaching your target audience?
 - Is your posting schedule appropriate?
 - Search engine optimisation
 - Can you be found?
 - Keywords and phrases
 - Public image
- Ways to use your personal branding in your everyday life
 - Not just about a digital footprint
 - Business cards
 - Dress well
 - Network
 - Be authentic
 - Sharing your story
- Other things to think about when creating your personal brand
 - What words do you want to come to mind when your audience thinks of your brand?
 - How do you want to be perceived?
 - Famous brands in your industry?
 - How to stand out from them?
 - Successful brands that you like?
 - Why do you like them?
 - How can you copy parts of their success?
 - How can you improve on them?
 - Successful brands that you do not like?
 - Why not?
 - How can you improve?
 - What kind of content will best share your message?
 - Will your current actions help you build your dream life and create your personal branding?

