

PERSONAL BRANDING

1

What do you want people to think and feel when they hear or see your name?

- your personality
- the results you get
- your target market

2

What actions do you need to take to reinforce #1?

3

What tools will you use?

- social media
- email
- your website
- SMS/text

4

What format will you use?

- writing
- video
- audio
- images/infographics

5

Plan your content strategy

