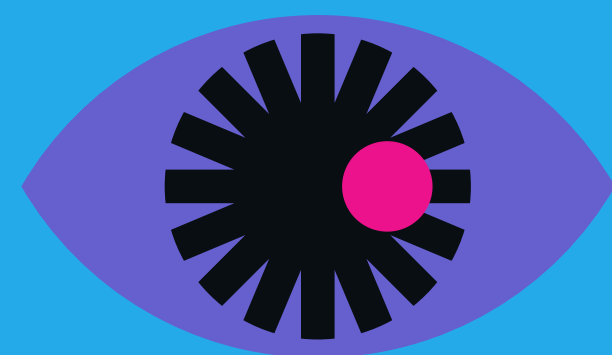
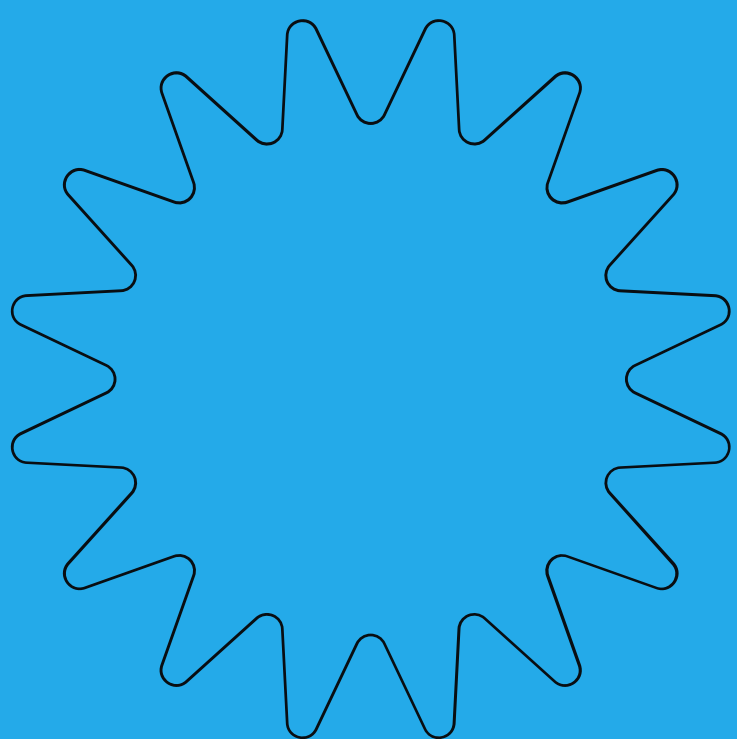


NELSON
FERNANDES

PERSONAL BRANDING STRATEGY WORKBOOK



WELCOME TO YOUR PERSONAL BRANDING JOURNEY! ✨

*THIS WORKBOOK WILL GUIDE
YOU THROUGH CREATING AND
MAINTAINING A POWERFUL
PERSONAL BRAND THAT
RESONATES WITH YOUR
AUDIENCE.*

HOW TO USE THIS WORKBOOK:

- COMPLETE EACH SECTION
THOUGHTFULLY
- REVIEW AND UPDATE
QUARTERLY
- TRACK YOUR PROGRESS
REGULARLY
- IMPLEMENT STRATEGIES
CONSISTENTLY

YOUR BRAND FOUNDATION

PERSONAL BRAND STATEMENT

I AM _____
I HELP _____
THROUGH _____
SO THAT _____

YOUR CORE VALUES

1. _____
2. _____
3. _____

YOUR EXPERTISE AREAS

1. _____
2. _____
3. _____

YOUR IDEAL AUDIENCE PROFILE

DEMOGRAPHICS:

AGE RANGE: -----

LOCATION: -----

INDUSTRY: -----

JOB TITLES: -----

PAIN POINTS THEY FACE:

1. -----

2. -----

3. -----

THEIR GOALS:

1. -----

2. -----

3. -----

YOUR BRAND VOICE ELEMENTS

tone (circle what applies):

- PROFESSIONAL
- FRIENDLY
- INSPIRATIONAL
- EDUCATIONAL
- CASUAL
- OTHER: _____

KEY MESSAGES:

1. _____
2. _____
3. _____

BRAND PERSONALITY TRAITS:

1. _____
2. _____
3. _____

CONTENT PLANNING FRAMEWORK

CONTENT PILLARS:

1. -----
2. -----
3. -----

CONTENT TYPES:

HOW-TO GUIDES
INDUSTRY INSIGHTS
PERSONAL STORIES
TIPS & TRICKS
BEHIND-THE-SCENES
OTHER: -----

WEEKLY CONTENT SCHEDULE:

MONDAY: -----
TUESDAY: -----
WEDNESDAY: -----
THURSDAY: -----
FRIDAY: -----

PLATFORM ACTION PLAN

LINKEDIN STRATEGY:

POSTS PER WEEK: _____

BEST TIMES TO POST: _____

CONTENT THEMES: _____

INSTAGRAM STRATEGY:

POSTS PER WEEK: _____

STORIES PER DAY: _____

CONTENT THEMES: _____

OTHER PLATFORMS:

PLATFORM: _____

STRATEGY: _____

GOALS: _____

TRACK YOUR GROWTH

MONTHLY METRICS:

STARTING NUMBERS (DATE:
_____)

LINKEDIN:

- FOLLOWERS: _____
- ENGAGEMENT: _____
- POST REACH: _____

INSTAGRAM:

- FOLLOWERS: _____
- ENGAGEMENT: _____
- STORY VIEWS: _____

WEBSITE:

- VISITORS: _____
- TIME ON SITE: _____
- TOP POSTS: _____

IMPLEMENTATION CHECKLIST

DAILY TASKS:

CHECK NOTIFICATIONS
ENGAGE WITH FOLLOWERS
SHARE VALUABLE CONTENT
NETWORK WITH PEERS

WEEKLY TASKS:

CREATE CONTENT
REVIEW ANALYTICS
ENGAGE IN GROUPS
PLAN NEXT WEEK

MONTHLY TASKS:

REVIEW GOALS
ADJUST STRATEGY
PLAN CONTENT
ANALYZE GROWTH

NETWORKING STRATEGY

TARGET CONNECTIONS:

INDUSTRY LEADERS: _____

POTENTIAL CLIENTS: _____

COLLABORATORS: _____

MONTHLY GOALS:

NEW CONNECTIONS: _____

MESSAGES SENT: _____

MEETINGS BOOKED: _____

Helpful Tools & Resources

Content Creation:

- _____
- _____
- _____

Analytics:

- _____
- _____
- _____

Scheduling:

- _____
- _____
- _____

YOUR BRAND EVOLUTION JOURNEY

Remember:

- ✦ Stay authentic
- ✦ Be consistent
- ✦ Provide value
- ✦ Keep learning
- ✦ Measure progress

Visit bestofmotivation.com for more resources and inspiration.

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