



# 8 Weeks to Personal Brand Mastery

Module | 6

**Build Your Personal Brand Impact Plan cont'**

# Agenda – Module #6 Continued

- Personal Brand Impact Plan
- Offline Strategies
- Online Strategies
- My Personal Brand Impact Plan
- Challenge

# Personal Brand Impact Plan

You've come a long way baby! Over the past few weeks, you've unlocked your brand vision, purpose and story; you've identified your core values, top strengths, brand attributes and brand style. And you've identified your short and long-term brand goals.

Now it's time to put them out into the world in a consistent, connected and compelling way. To this, we need to create a Personal Brand Impact Plan that directly coincides with your goals.

Remember that life is 5% inspiration and 95% perspiration. It's time to move into action.

# Offline Strategies

There are a host of offline strategies you can look at to build your own personal brand. Look through the following list and identify a few that feel good and will have the maximum impact and reach with your target audience.

- **Resume & Cover letter** – this is a must if you're employed
- **Bio** – refer to last week's branded bio
- **Headshot/Professional Photos** – a picture says a thousand words
- Visual identity: logo, colour scheme, graphics
- Business name & tagline
- Voicemail message & out-of-office message
- Business cards, letterhead, email signature, brochure, thank you notes
- Client welcome kit
- Testimonials
- Professional Portfolio
- **Public speaking:** seminars, lunch n' learns, workshops, keynotes, MC, toastmasters, teleseminars, event host - THIS is a great way to boost your visibility and credibility FAST! Seek out opportunities to get your message out there.
- **Writing:** These days, everyone's a publisher. You have ample opportunity to get your message out there via writing. A lot of this will be covered in the online section, but you can still consider contributing written pieces to print magazines, write letters to the editor of your local paper, consider writing a book, articles for your company, professional journals, your company's internal newsletter, your local community newsletter
- **Volunteering:** hands down one of the best ways to build your brand is by volunteering. If you want to reach targeted goals, be really specific and strategic about which opportunities you enrol in - look for chances to showcase your expertise or build visibility
- **Public Relations:** I'm a big fan of traditional PR - write a news release and send it to your local media. They are itching for good stories!
- **Organizations/Committees:** join committees, industry associations, chamber etc. and attend events - use your Personal Brand Impact Statement - try it out! :)
- **Collaborations:** Joint venture, partnerships, affiliates.
- **Advertising**

# Online Strategies

In our digital world, having an accurate, stand-out online presence is no longer a nice to have – it's a must to have. There are a million different ways to build your brand online, but here are a few of the top ones. Again, pick the strategies that best serve your goals AND your audience.

- website: your website is your business HQ - it's gotta be good. If you're employed - consider a personal domain website where you can host your resume, cover letter and portfolio of work
- social media: Twitter, Facebook & LinkedIn - where is your audience most? What is your strategy behind each of these? This is personal PR at it's easiest!
- Blogs - great way to get your thought leadership out there
- ebooks, special reports, manifestos, audios, telesummits, webinars
- online community forums
- Online networking sites (for professionals): linkedin.com, ryze.com, ecademy.com, zoominfo.com, ziggs.com
- publish online articles
- comment on other people's blogs
- post reviews of products e.g. amazon
- create a compelling email signature
- email newsletter

# My Personal Brand Impact Plan

Time to create your very own personal brand impact plan. I want you to take your three short-term goals and your three long-term goals and create a master plan of how you'll go about achieving them. Of course, if you have personal goals too – you'll want to create a plan to reach them as well.

First, I want you to run through a day (or week) in your life – and identify all the different places that you could be communicating your brand. Be specific (e.g. presentation @ meeting, email correspondence, blog post, team meeting with employees, dinner with friends, networking event etc.)

## **MY DAILY PERSONAL BRAND IMPACT OPPORTUNITIES:**

Once you've identified these opportunities (especially if they are fairly regular opts) – look at each and consider where you could enhance your impact or streamline your communication. Write your ideas here:

## **SMART GOAL REVIEW & ACTION PLAN**

Now it's time to take your goals and develop a concrete impact plan to achieve them. Pull them out for review.

Choose the right mix from the above lists (and get creative about other methods) to communicate with your ideal audience. It will likely include a blend of many of them.

### **MY IDEAL COMMUNICATION CHANNELS:**

List out the communication channels you'd like to start (or continue) implementing in support of your personal brand & personal brand goals. Don't worry if you don't know how to do them yet – just write them down. Be as specific as you can.

e.g. I'd like to have 10 new coaching clients by the end of the summer  
Communications Channels: Weekly blog post, email newsletter and presentation at targeted events where my audience attends.

### **Parting Inquiry:**

What skills do I need to learn in order to have the most impact? Identify these below.  
E.g. Join Toastmasters to reach my goal of giving a keynote address to my audience.

# Challenge:

This week's challenge (and FINAL challenge) is to send me your Personal Brand Impact Plan.

You have TWO weeks to complete this assignment. I want you to create a comprehensive plan on how you're going to execute your Personal Brand and reach your Personal Brand goals. Email me if you get stuck.

You have until April 3<sup>rd</sup>, midnight to complete this assignment.



