

PERSONAL BRAND

★ ★ CHECKLIST ★ ★

STARTER EDITION

We have organised this PB Checklist by starter package, and then a more comprehensive list of the nice to have elements you can add to the starter package, or grow into over time.

Clarity of 3Ps Purpose, Paragraphs & Positioning	1.	Domain Name: www.firstlast.com	2.	Photography of you. Home made to start is fine	3.	Social Media Profile x1 upgraded, skinned	4.
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LEADER'S EDITION

Is presented as an a la carte menu. The idea being that you work with what you have, with where you are, engaging the items on this list that resonate most with you, in a given time. As you move forward into your personal branding efforts, you can add additional items to your persona brand efforts. We do not imagine you will be picking up all 20 items on the list. 3 or 4 maybe.

Professional Personal Brand Photography	5.	Second Social Media Profile	6.	Logo - Brand Identity; fonts, colours, and imagery	7.	Tagline; Eg, Shannon Eastman, Work That Matters	8.
Your Personal Story. Why you do what you do	9.	Social Media Content	10.	Media Assets co-created with industry leaders	11.	Guest for other people's media platforms. Eg. Podcast	12.
Start your own show, group or community	13.	Awards Submit one, host one, judge one	14.	Join Assoc's your community frequents	15.	Volunteer on Boards	16.
SEO	17.	Run a Free online Clinic demoing your genius	18.	Produce a 14-Min video of you/your content	19.	Being in Service, adding value	20.

Free Personal Brand Clinics. Register at teachabrandtofish.com/free-clinic
teachabrandtofish.com/guide-personal-brand



More Flow, Less Force