# JUMP START YOUR PERSONAL BRAND

### CHECKLIST

TOP 10 Things You Can Do TODAY to Jump Start Your Personal Brand

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## Jump Start Your Personal Brand.

#### Work around your nature.

If the thought of doing live video makes you want to throw up, then don't do it! Get to writing instead. Make adjustments to suit your personality.

#### Focus on your WANTS not your NEEDS.

I.e. Do you think you NEED to put out videos every week or do you WANT to put out videos each week? If you don't like video you won't have the drive to stay consistent.

#### Ask for help.

Unsure what your gifts are? It's time to interview the trusted people in your life (the ones who have your back) and ask them what they think your natural gifts are.

#### Focus on your Business Vision.

This is NUMBER 1! If you don't know what your big vision, what you really want to achieve for your life or business, then you won't know what actions to take.

#### Focus on the problem you are solving.

*"If you are not making someone's life better you are wasting your time."* – Will Smith. If you are sharing online, think about why anyone would pay attention. What's in it for them?

#### Post less. Focus on quality not quantity.

In short don't post crap. Post with intention and create value.

#### Focus on the engagement not the likes.

Create value and conversations that your audience will want to engage with through commenting, sharing and taking action. \*Hint: that's the secret to beating the Instagram algorithm.

## Jump Start Your Personal Brand.

#### Beware of what others are doing but focus on YOURSELF.

Don't fall into the comparison trap. You are amazing at what you do. You have your own unique voice and experiences. Just be you!

#### Start sharing.

Don't wait until you have it all figured out. Start sharing your journey, your advice, and your experience on whatever platform you are comfortable with. People want to be on the journey with you.

#### **Start TODAY.**

Don't wait for the timing to be perfect before you start building your personal brand, because you are a brand whether you like it or not. You get to decide what people see, and you can start shaping your message at any time. But you won't build your dream waiting around that's for sure!

#### Let's Stay Connected!



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