

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.

- ## Let's Stay Connected!

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