Module 6: Brand Presence Boot-Up

Set up and align your core brand platforms so you look credible, consistent, and ready to be discovered — no matter what niche you're in.

Objective

Set up and align your core brand platforms so you look credible, consistent, and ready to be discovered — no matter what niche you're in.

Education Box

People don't just buy your offer — they buy your energy, your vibe, and your presence. In a noisy digital world, your brand needs to be memorable, not messy. This module helps you set up your social profiles, define your visual voice, and prepare a lean content launch plan — no dancing required. Whether you're on TikTok or not, this is about showing up with consistency, clarity, and magnetism.

SECTION 6.1: Choose Your Primary Brand Channels

Your goal

Pick 1–2 platforms to show up consistently, based on your business type and energy.

Business Type	Suggested Platform
Product-Based (B2C)	TikTok, Instagram
Service-Based (Coaching)	Instagram, LinkedIn
Local / Bricks & Mortar	Google My Business, FB
Corporate / B2B	LinkedIn, Email List

Don't try to master all channels at once. Presence > perfection.

Exercise 6.1: Platform Selection

1. What type of business do you have?

- [ ] Product-Based (B2C)
- [ ] Service-Based (Coaching)
- [ ] Local / Bricks & Mortar
- [ ] Corporate / B2B

2. Based on the table above, which platforms are suggested for you?

_____

3. Which 1-2 platforms will you focus on?

Primary platform: _____

Secondary platform: _____

4. Why did you choose these platforms?

_____

_____

SECTION 6.2: Set Up or Optimise Profiles

Checklist (Repeat per platform)

Profile Element	Status
Profile Picture (logo or clear face shot)	[ ]
Username = match your brand name	[ ]
Bio = clear about who you help, how, and with what	[ ]
Link in Bio = use Linktree, Stan, or GHL link page	[ ]
Highlight/Featured Posts = pin 3 top content pieces	[ ]

Tools

Tool Type	Options
PFP	Canva, ProfilePicture.AI
Link Hub	Stan, Beacons, Systeme.io, GHL

Exercise 6.2: Profile Setup

Platform 1: _____

- [ ] Profile Picture (logo or clear face shot)
- [ ] Username = match your brand name
- [ ] Bio = clear about who you help, how, and with what
- [ ] Link in Bio = use Linktree, Stan, or GHL link page
- [ ] Highlight/Featured Posts = pin 3 top content pieces

Your bio text:

Platform 2: _____

- [ ] Profile Picture (logo or clear face shot)
- [ ] Username = match your brand name
- [ ] Bio = clear about who you help, how, and with what
- [ ] Link in Bio = use Linktree, Stan, or GHL link page
- [ ] Highlight/Featured Posts = pin 3 top content pieces

Your bio text:

_____

_____

Which tools will you use?

PFP tool: _____

Link Hub tool: _____

SECTION 6.3: Brand Consistency Map

What it is

Your cheat sheet to make sure your visuals, tone, and story match across everything.

Your Brand Consistency Includes

Brand Element	Your Choice
Logo + Colour Palette	
Fonts & Style (e.g., modern, elegant, playful)	
Tone of Voice (e.g., bold, helpful, premium, chill)	
Signature Bio (for all platforms)	
Visual Themes: use same Canva template or filter style	

Use your Brand Story & Guidelines doc (auto-filled from earlier module) to plug in here.

Exercise 6.3: Brand Consistency Planning

1. Logo + Colour Palette:

2. Fonts & Style:

3. Tone of Voice:

4. Signature Bio (for all platforms):

5. Visual Themes:

SECTION 6.4: Create a Mini Content Launch Plan

Goal

Launch with just 3–5 pieces of content that do the heavy lifting.

Content Suggestions (based on your E-DNA)

Type	Architect Focus	Alchemist Focus
1. Introduction	What you offer + for whom	Your vision and mission
2. Behind the Biz	Logical reason you started it	Story of your journey or awakening
3. Case Study	Problem > Process > Result	Client transformation or impact
4. CTA	What they get + clear action	Invite them into your energy/message

To-Do List

- [ ] Record short-form videos (with clear audio)
- [ ] Write captions (use AI prompt templates)
- [ ] Schedule using a free tool (e.g., Metricool or Later)

Exercise 6.4: Content Planning

1. Which E-DNA type are you?

- [ ] Architect
- [ ] Alchemist

2. Content Piece 1 - Introduction:

Topic: _____

Key message: _____

3. Content Piece 2 - Behind the Biz:

Topic: _____

Key message: _____

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4. Content Piece 3 - Case Study:

Topic: _____

Key message: _____

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5. Content Piece 4 - CTA:

Topic: _____

Key message: _____

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6. Which scheduling tool will you use?

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7. Content creation timeline:

Content 1 completion date: _____

Content 2 completion date: _____

Content 3 completion date: _____

Content 4 completion date: _____

SECTION 6.5: Prepare Your Launch Links

You need

Link Type	Status
Lead capture or "Buy Now" page	[ ]
Social bio link set up	[ ]
Calendar link (Calendly or TidyCal) if booking calls	[ ]
Freebie/lead magnet if applicable	[ ]

This connects your content to cash flow.

Exercise 6.5: Launch Links Setup

1. Lead capture or "Buy Now" page:

URL: _____

Status: [ ] Complete [ ] In Progress [ ] Not Started

2. Social bio link:

URL: _____

Status: [ ] Complete [ ] In Progress [ ] Not Started

3. Calendar link (if booking calls):

URL: _____

Status: [ ] Complete [ ] In Progress [ ] Not Started

4. Freebie/lead magnet (if applicable):

URL: _____

Status: [ ] Complete [ ] In Progress [ ] Not Started

5. All links tested and working? Yes / No

SECTION 6.6: Brand Launch Checklist

Final Pre-Launch Checks

Check Item	Status
Socials set up & consistent	[ ]
First 3–5 content pieces created	[ ]
Link page and call-to-action working	[ ]
Email/contact form live	[ ]
Launch calendar filled for next 7–14 days	[ ]

Exercise 6.6: Final Launch Preparation

1. Socials set up & consistent? Yes / No

Issues to fix: _____

2. First 3–5 content pieces created? Yes / No

Content pieces completed:

- [ ] Content 1
- [ ] Content 2
- [ ] Content 3
- [ ] Content 4
- [ ] Content 5

3. Link page and call-to-action working? Yes / No

Issues to fix: _____

4. Email/contact form live? Yes / No

Issues to fix: _____

5. Launch calendar filled for next 7–14 days? Yes / No

Launch dates planned:

Day 1: _____

Day 2: _____

Day 3: _____

Day 4: _____

Day 5: _____

Day 6: _____

Day 7: _____

6. Ready to launch? Yes / No

Launch date: _____

Completion Checklist

Congratulations — your brand presence is now ready for launch.

Final Checklist

Platform Setup:

- [ ] Primary platform optimized

- [ ] Secondary platform optimized

- [ ] Brand consistency applied across platforms

Content Creation:

- [ ] 3-5 launch content pieces created

- [ ] Content scheduled for launch

- [ ] Captions written

Links & Systems:

- [ ] All launch links prepared and tested

- [ ] Bio links set up

- [ ] Contact/booking systems live

Launch Readiness:

- [ ] 7-14 day launch calendar complete

- [ ] All systems tested

- [ ] Ready for brand launch

Next Steps

With your brand presence complete, you're ready to launch and start building your audience.

Brand Launch Date: _____

Your Signature: _____