



# Personal Branding Implementation Checklist

## How To Use:

Use this implementation checklist to map, measure and correct any gaps in your personal branding strategy.

To go deeper into the strategy concepts, refer the main guide ***here***.

### **17 implementation steps to build a great personal brand:**

- ☐ 1. Select a Personal Branding character type (Leader, Reluctant Hero, The Crusader, Reporter).
- ☐ 2. Select a Personal Branding character storyline (loss and redemption, us vs them, before and after, the WOW discovery, secret sharer, 3rd person testimonial).

- ☐ 3. In your social media bio write down a 1 line statement describing the kind of target market you work with and what results and benefits you can get them. We will call it the perfect lead gen bio.

It should look something like this:

*I help (target market) get this (result) so they can have (benefit).*

- ☐ 4. Get an authority amplifying cover image (logos of media features, public speaking pics, authored book mockup, etc.).
- ☐ 5. Apply for being a contributor/writer for major publications and magazines in your industry.
- ☐ 6. Write actionable articles which help your readers.

Most CEOs and founders keep themselves updated about their industry through these industry journals and magazines. Writing amazing articles there with a perfect lead gen bio will help you generate a lot of high quality leads on autopilot.

- ☐ 7. Study top 5 industry leaders and remodel their success factors in your brand.
- ☐ 8. Make a personal brand website (list your big idea, tell your brand story, have attractive lead magnet.
- ☐ 9. Build a targeted email list using content marketing.
- ☐ 10. Get media features, mentions and backlinks from authority sites.
- ☐ 11. Create FB group based on industry hot topic. Give a lot of value for free.

- ☐ 12. Do FB Lives, Create 1-minute videos, actionable listicles all focused on giving solutions to pain points in your industry.

### **Special Hack to network with influencers:**

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- ☐ 13. Make a list of 10 experts, podcasts and websites in your niche who you get your information from.

Write a personal testimonial for each of them listing down how they have helped you along with results.

Send the testimonials along with your name and website to the respective expert, podcast or website.

There is a high chance that your testimonial will get featured on their websites, podcasts and other assets they own, along with your name and website.

This is an easy way to build a relationship with authority brands in your industry and also get your website be seen by millions in your industry, who might want to check what your site is about after reading your results.

- ☐ 14. Use a lead capture system to increase your email list.

## **Offline Content Plan**

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- ☐ 15. Get 2 free speaking gigs per month on hot topics in your industry.
- ☐ 16. Create funnels from every Online and Offline channel activity to get clients and paid gigs.
- ☐ 17. Focus on creating one authority building asset every 3 months (write a book, start a podcast or YouTube Channel, etc.).