

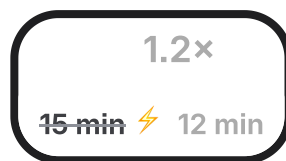
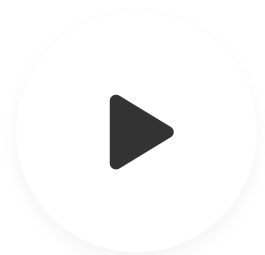
# Action Steps + My Journey



## The Evolution Of My Brand



15 min



So far, we've learned:

- What makes an effective *personal* brand
- How to create your own niche by prioritizing your interests
- The first iteration of your life's work that you will actualize with the power of social media
- Nuances to creating a profile that attracts the right followers

In the next module, we will be diving deep into content creation. That's where the real fun begins. Until then, here are some lever-moving actions that you should be adding to your to-do list every day.

## Lever Moving Actions

### 1) Create the first iteration of your profile.

Create a clickable profile picture, welcoming bio, and header image that puts off the vibe you want.

You can always go back through the previous modules as you are doing this.

## **2) Study your mentors and try to emulate their content style.**

You can download the [Twemex](#) or [SuperX](#) X extension to view certain accounts' top tweets. You can also use [TweetHunter](#) for the same features and be able to schedule your tweets.

Study them and try to recreate your own content from those.

*Start posting at least 1 tweet a day.*

Eventually, you will work up to 3-5 a day. I am currently posting 3.

Don't worry about optimal post times just yet.

Anything between 5am and 2pm ET seems to work just fine.

If you have a lot of content ideas, feel free to go scorched earth for the sake of practicing your content writing.

## **3) Outline a newsletter based on the interest you want to build authority in.**

This can stem from a lead-magnet outline — or it can serve as a way of generating content and thread ideas.

You can start now (which I would recommend) or wait until we go over the long-form writing framework.

If you'd like, write this newsletter as a X thread first and use the Non-Needy Networking process to have larger accounts retweet it — meaning you will grow faster.

That thread can always be sent as a newsletter down the road. Likewise with newsletters, they can always be turned into threads later on.

It is NOT a waste to start writing long-form content now. You can reuse those ideas forever and build on top of those thoughts.

## **4) Start adding value to other accounts by engaging with and DMing them to build connections.**

When you are replying to accounts — add on to the thought. Don't just reword or reiterate what they said.

Talk about a problem you had relating to that problem and what solved it for you.

This can also help spark content ideas of your own. Do you have a different perspective or application of their content?

*Start blocking off 15-30 minutes to engage with at least 10 accounts a day.*

*While you are at it, DM 1 of those accounts per day using the Non-Needy Networking.*

All of these can and should be added to the Daily Focus section of your Notion dashboard.

## **The Evolution Of My Brand**

Most people only see the polished product of my brand.

I've built:

- 10+ lead magnets
- 2 ebooks
- 3 courses
- 1 community (with hundreds of articles and trainings)
- Sold 2 different freelancing service
- Sold 3 different consulting offers
- I've changed my bio 100+ times
- I've changed my header image 20+ times
- I've written 10s of thousands of tweets
- Sent 100+ emails
- Built funnels for all of my products and lead magnets

Every one was better than the next.

**My best advice has and will always be:** publish as fast as you possibly can and iterate from there. You can start over and pivot whenever you please.

You don't see the steps I took and that can be intimidating. I want to go over my brand evolution in the video above.



Previous Lesson:  
**Growing As A Beginner**

Next Lesson:  
**The Experience Model**



## Digital Economics

5% complete



Course Home



Module 1  
**Before We Begin**

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Important Course Updates & Information



The Kortex Workflow & Templates



The Notion Templates



Module 2  
**The Most Profitable Niche Is You**

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Creating Clarity



Self-Management



Pieces Of A Personal Brand



Your Domain Of Mastery



The Start Of Your Life's Work