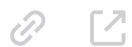


Action Steps + My Journey



The Evolution Of My Brand



15 min



1.2x

15 min ⚡ 12 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

3/3 ✓

-  Important Course Updates & Information
-  The Kortex Workflow & Templates
-  The Notion Templates

 Module 2
The Most Profitable Niche Is You

0/9 ✓

-  Creating Clarity
-  Self-Management
-  Pieces Of A Personal Brand
-  Your Domain Of Mastery
-  The Start Of Your Life's Work