



WEEK-ONE PLAN

Define Your Brand

Day one

Own your voice

When people hear your name, what do you want them to think? Write down three words that describe your energy.

Day two

Your why

What gets you excited to wake up in the morning? Write one sentence about what drives you.

Day three

Shine in your struggles

List five things you're amazing at—big or small. Own them!

Day four

Craft your brand

Statement

Fill in the blank: "I help 'who' do 'what' by 'how'."

Day five

Tell your story

Write a short bio that introduces YOU. Make it fun, make it real!

Day six

Reality check

Send your bio to three friends. Ask, "Does this sound like me?" Adjust if needed.

Day seven

Reflection & Reset

Look at what you wrote. Does it feel like YOU? If not, tweak it. Your brand should feel natural.

WEEK-TWO PLAN

Glow Up Your Online Presence

Day eight

Upgrade Your Profile Pic

Use a clear, professional, and friendly photo. No blurry selfies!

Day nine

Refresh Your LinkedIn Bio

Update your headline to reflect your brand.

Day ten

Instagram Check

Scroll through your posts like a stranger would. Does it match your vibe? Archive what doesn't fit.

Day eleven

Pick Your Aesthetic

Choose a color palette and style for your brand. Are you bold and edgy? Soft and minimalist? Own it.

Day twelve

Your First Personal Branding Post

Share something you love on social media—a lesson, a passion, a quick tip. Show your personality!

Day thirteen

Engage, Don't Lurk

Comment on posts from people in your field. Start real conversations.

Day fourteen

Reflect & Adjust

What's working? What feels off? Make little changes and keep building.

WEEK-THREE PLAN

Become a Thought Leader

Day 15

Share Your Wisdom

Write a mini blog post or LinkedIn update with a tip, story, or lesson. Inspire someone today!

Day 16

Join a Community

Find a Facebook, Slack, or LinkedIn group in your field and introduce yourself.

Day 17

Master Your Elevator Pitch

Practice introducing yourself in 30 seconds—who you are, what you do, and why it matters.

Day 18

Invest in Yourself

Take a free online course and share one thing you learned. Growth never stops!

Day 19

Start Your Portfolio

If you have projects, designs, or writing samples, put them in one place—Google Drive, Behance, or a website.

Day 20

Create a Passion Project

Brainstorm a fun side project that aligns with your brand—like a blog, or Instagram page.

Day 21

Check Your Growth

Look back at the last three weeks. What's changed? How do you feel about your personal brand?



WEEK-FOUR PLAN

Build Connections & Opportunities

Day 22

Reach Out to Someone You Admire

Send a genuine message to someone who inspires you. No awkwardness—just appreciation!

Day 23

Share Your Journey

Post about your struggles, wins, or lessons learned. People connect with realism.

Day 24

Create a Growth Checklist

Write down three things you'll do every week to keep building your brand.

Day 25

Network Like a Boss

Join a Twitter chat, LinkedIn discussion, or online event in your field. Make your presence known!

Day 26

Get Featured

Look for guest blogging, podcast interviews, or speaking opportunities. Put yourself out there!

Day 27

Define Your Next Steps

Where do you want your brand to be six months from now? Write it down.

Day 28

Stay Consistent

Branding isn't a one-time thing. Keep posting, engaging, and refining. Take a break, treat yourself, and enjoy the journey!