



WHAT YOU NEED FOR YOUR BRAND

Design a professional website or landing page

Create a logo and color palette for your profiles and website.

Complete your social media profiles.

Practice multiple elevator pitches.

Develop a specialty or niche.

Communicate your competitive advantage.



BLOG

Blog consistently about your industry.

Post a blog/vlog consistently, either weekly or monthly.

Guest post on other successful blogs.

Grow your traffic and brand yourself as a thought leader.

Keep an ongoing list of your content ideas.



SOCIAL MEDIA PROFILES

Share 3 articles and/or posts from others that are relevant to your niche.

Use Google alerts and LinkedIn to find relevant content.

Use hashtags and participate on Twitter chats to connect with others.

Tweet at least one interesting or personal item daily.

Find influencers in your space and engage them in conversation.

Share your blog posts at least 3 times a day each week.