**Marketing Plan – Branding yourself**

1. **Your skills & credentials**
   1. What skills have you acquired throughout your life?
   2. What training, credentials, certifications, or awards have you received?
2. **Key Elements of your personal brand**
   1. **Compelling Brand Slogan**
      1. What do you want to be known for?
      2. If you became known as the world’s go-to expert on XYZ topic, what would that be?
      3. Why do you want to build a personal brand?
      4. What is your purpose?
      5. Who do you want to influence?
      6. What do you want to accomplish?
      7. What is the key message you want to communicate?
      8. What message do you want to consistently reinforce in your content and in your marketing?
      9. If you could only give one piece of advice to your audience, what would it be?
   2. **Show Yourself**
      1. What are some of your personal characteristics and traits that you can weave into your brand?
      2. Do you want to be perceived as very polished and professional, or perhaps more quirky and adventurous?
      3. Share your PERSONAL story
         1. How did you get into your industry?
         2. What experience and credential do you have?
         3. Who do you help?
         4. How do you help them?
         5. Why do you do what you do?
3. **Define your Audience**
   1. **Demographics**
      1. Age
      2. Gender
      3. Education
      4. Relationship status
      5. Income
      6. Profession
   2. **Desires and aspirations**
      1. What is their desired future?
      2. What are their dreams, goals, and aspirations?
   3. **Pain points and challenges**
      1. What are they struggling with?
      2. What is preventing them from achieving their goals?
4. Create a clear value proposition
   1. **What do you do?** (Value Proposition)
      1. What is the value that you provide to your clients in exchange for charging them?
      2. What can you offer your audience?
   2. **How do you do it?**
      1. Give your process, product, or service a unique name.
      2. When you give it a unique name, it immediately stands out from any competing offers that promise the same result.