**Branding Content**

1. Get a Focus
   1. What's most valuable for the reader?
   2. What's the main message you want to get across?
   3. Where can you publish it to support the growth of your personal brand?
   4. How can you offer substance and a point of view that's not commonplace?
   5. Are you focused on educating the reader, not promoting yourself?
   6. Will your content inspire some sort of action?
2. Content Strategy
   1. Pick 1 of 2 types of types
      1. Text / articles
      2. Videos
      3. Podcasts
      4. Webinars
      5. Online courses
      6. PDF guides, checklists, worksheets
      7. Infographics
      8. Slideshows
      9. Case studies
   2. Pick 1 or 2 content mediums
      1. Your own blog/website
      2. Podcast directories (iTunes, Stitcher, etc.)
      3. YouTube
      4. Other blogs and online publications
      5. Social media (LinkedIn, Facebook, etc.)
      6. Email
      7. Slideshare
      8. Quora
3. Visibility Strategy
   1. Interviews and Press Release
      1. Guest Expert on Podcasts
      2. Virtual Summits
      3. Traditional Media
   2. Guest Blogging
   3. Public Speaking
   4. Partnerships and Joint Ventures
   5. Establish a look
   6. Find your voice – Look at Personal Vision Statement and Branding
   7. Plan at least a month in advance
4. Build a Community
   1. Private Facebook Group
      1. This will give you the opportunity to engage in meaningful conversations with your audience on a daily basis, and just as importantly, give them an environment in which they can interact with and support each other.
   2. Live Events
      1. Host live events so your audience and/or clients can spend time with you in-person. Casual meetups, private dinners, workshops, retreats, and mastermind groups are all great ways to solidify long-term relationships with your audience.
   3. Membership Sites
      1. In exchange for a nominal monthly fee, your clients can have access to exclusive content, live calls and/or webinars with you on a regular basis, and the ability to interact with each other via a members-only forum or group.
   4. Create an email list
5. Dail into the dialogue
   1. Offer onsite polls.
   2. Conduct surveys.
   3. Host blog comments and respond to them.
   4. Host forums.
   5. Encourage reviews.
   6. Host chat.
   7. Get social
6. Build a circle of influencers
   1. Create “roundup” content that recognizes authoritative leaders and their work.
   2. Shake hands and swap business cards at events.
   3. Call on experts to contribute to your content.
   4. Create communities of your own on LinkedIn, Google+ and other social media.
   5. Ask people you know to introduce you to people they know (a.k.a. networking) and look for partnership opportunities.
   6. Publish lists, for example, books or blogs you’ve read.
   7. Ask for guest post opportunities.
   8. Share the content of influencers you admire.
7. Connect & stay connected the old fashion way too.
   1. Network
   2. Think bigger
      1. Find a mentor
   3. Give to others

**Monthly Planning**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** |
| **Week 1**  Topic:  1 - Type:  Medium:  2 – Type:  Medium  Visibility  Community |  |  |  |  |  |
| **Week 2**  Topic:  1 - Type:  Medium:  2 – Type:  Medium  Visibility  Community |  |  |  |  |  |
| **Week 3**  Topic:  1 - Type:  Medium:  2 – Type:  Medium  Visibility  Community |  |  |  |  |  |
| **Week 4**  Topic:  1 - Type:  Medium:  2 – Type:  Medium  Visibility  Community |  |  |  |  |  |
| **Week 5**  Topic:  1 - Type:  Medium:  2 – Type:  Medium  Visibility  Community |  |  |  |  |  |