

# THE ULTIMATE PERSONAL BRAND CHECKLIST



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01

## Define Your Brand Story

Differentiate yourself! Who are you? What values do you represent? What do you want to be known for?

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02

## What problem do you solve?

Your brand is a solution to a problem. Try to answer this in one word.

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03

## Online Presence

Optimize your LinkedIn by posting. Strengthen your connections! Engage more by liking and responding to comments.

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04

## Content Strategy

Get your name out there! Increase your visibility! Share your insights and showcase your expertise.

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05

## Networking

Build valuable connections and collaborations.

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<http://linkedin.com/in/thejenniferhuffman>  
[www.thejenniferhuffman.com](http://www.thejenniferhuffman.com)