

# YOUR 2023

## BUSINESS OR PERSONAL BRAND

### Check list

1

#### One Marketing campaign a year or Idea

- **Narrow it down -Less Is More-**
- **Pick a nitch / Do research / Find a need**
- **Make a decision not to overthink**
- **Write down the plan step by step and take action**

2

#### Document your Journey

- **Make your content a reality by purchasing the gadgets you need**
- **<https://www.amazon.com/shop/nrconsulting>**
- **Smart Phone - Organize your content video & pictures**

3

#### What to post on Social Media Weekly

- **Monday: Motivational**
- **Tuesday: Tip or a tutorial**
- **Wednesday: Gadget or tool**
- **Thursday: Share a quote**
- **Friday: Promote a Way to Work**
- **Saturday: Behind The scenes**
- **Sunday: About Me Video**

4

#### Shoot Your Bio-Video

You, your business, your journey

The time has come for someone to tell your story! A video that briefly explains your business and journey. Video lets people know you're ready to help. Share your journey and let the leads come to you. Focus on your client's needs, while a video can help you promote your services and generate leads.

"HE WHO FAILS TO PLAN IS  
PLANNING TO FAIL"  
WINSTON CHURCHILL