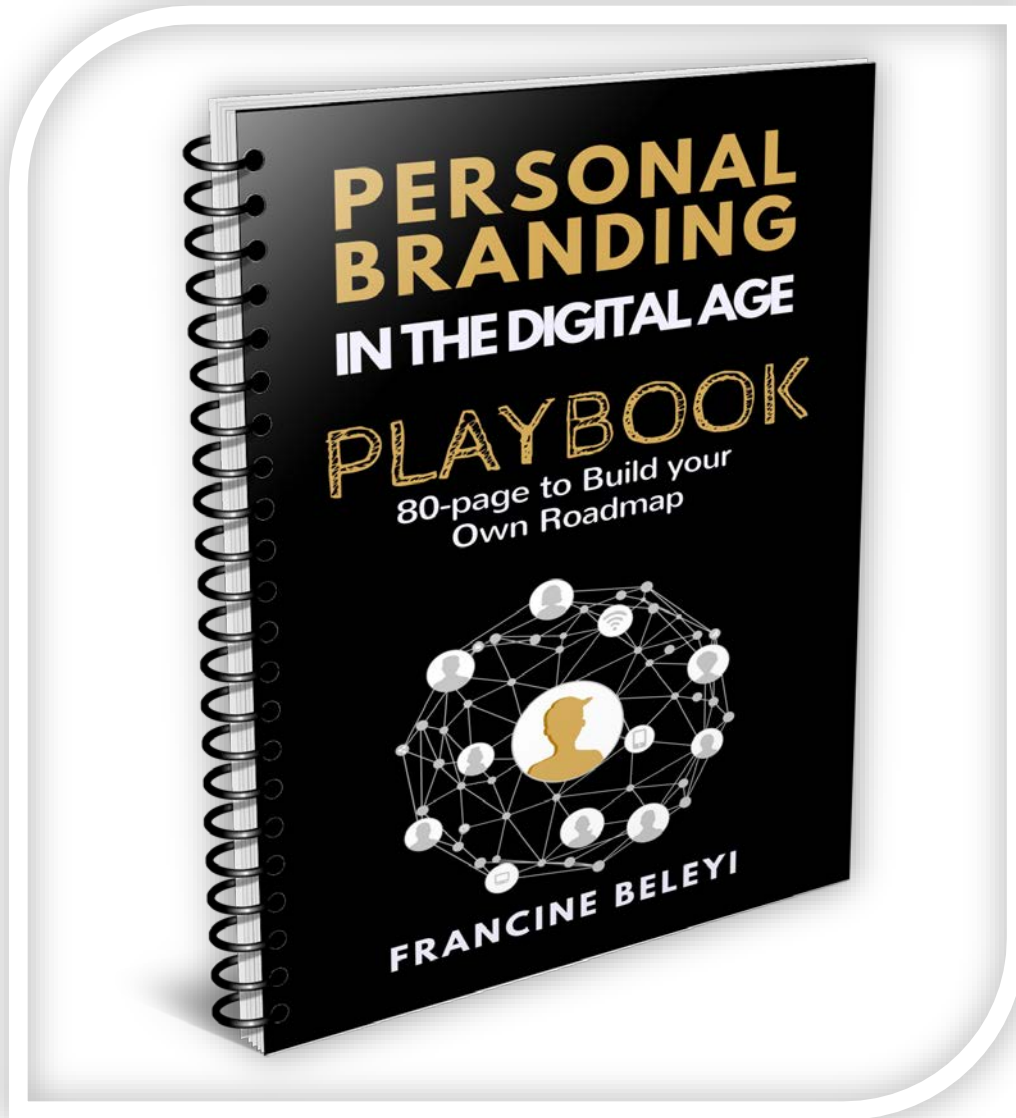


Personal Branding in the Digital Age Playbook



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For more information visit www.personalbrandinginthedigitalage.com | www.francinebeleyi.com

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Welcome dear friend,

Thank you for requesting for this Playbook, which is the accompanying guide to the book '[Personal Branding in the Digital Age: How to be a Known Expert, Thrive and Make a Difference in a Connected World](#)'.

In the book, I explained the 7-pillar framework YEANICC™ which would help you to build your own influential personal brand and illustrated with real-life stories, case studies, and so many more. This guide will help you find greater clarity about who you are and how you would like to show up in the world to live a more fulfilled life.

If you are yet to get and read the book, do visit personalbrandinginthedigitalage.com to get your copy and access amazing bonuses including the audiobook and the assessment tool to find out where you are today.

Being inspired and generating ideas is an easy process! Getting on with things and making them happen is the hard part. This is why I have created this easy-to-use playbook to help you put down your ideas on paper and take immediate action. Dreams and inspiration are great starting points but implementing your ideas is the ultimate key to success!

Over the past years, I have helped many people from all walks of life with big dreams but were suffering either from chronic procrastination or inability to follow through. Some of them simply lacked a clear structure to achieve their most desired goals. That time was also a learning period for me and I've had great insights working with all these amazing people and see their dreams come true.

Sadly, there are still so many people who get discouraged after a few attempts to put the cart before the horses. The truth is that it's crucial to build a strong foundation in order to be prepared to have a maximum impact. This guide will help you to build that foundation or to review your existing one. I am sure you will enjoy using this playbook and most importantly, I hope you will implement the insights you come up with.

Lots of love,
Francine



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PILLAR #1 KNOW YOURSELF

DESIGN & VISUALISE YOUR PERFECT LIFE

In this section, you will create your life map and determine your interests, passions and skills using a visualisation exercise which is also provided in audio format. You can read the text or listen to the audio version in order to help fill in the questionnaire below. This step should help you to articulate who you are in a more powerful way.

You can write directly in this book or get a brand-new journal. Write down any insight that comes to your mind as you go through the exercise.

Part 1: Visualise your perfect life

Find a quiet place, sit comfortably and take a deep breath ...

Imagine you have won £50 million. Take a moment and imagine that ideal business/career you will pursue where money is not a motivation and you are doing what you love.

- Where are you living? Which country?
- How do you take care of yourself in the morning?
- What do you have for breakfast?
- Who is there with you?
- How do you get to the office? Or are you working from home?
- What does your office look like?

Part 2: Design your ideal / desired life

Take a blank sheet of paper or write directly in the blank spaces. Answer the questions without thinking too much.

- What do you love to do so much that you'll pay to do it?

- Who are your heroes or role models? List 5 of them

1.

2.

3.

4.

5.

- What do you like about these people?

- What are your gifts, talents, passions (what you do naturally with ease)?



- What was your dream when you were younger?

- Which goals would you have loved to achieve back then?

- 1.
- 2.
- 3.
- 4.
- 5.

- Take each goal in turn: see it, feel it...what do you value about it? (Is it the learning process? The excitement it instigates within you, the joy it brings, harmony, it's problem- solving, the beauty it exudes, the caring, the spirituality, feeling great, etc.)

- 1
- 2
- 3
- 4
- 5

- What are the important aspects about these values?



- What are your top 3 values?

1.

2.

3.

- Describe in a short sentence what your perfect job looks like using these values

- What do you do outside your work? Your ideal hobbies?

- How do you spend your time with your friends and loved ones?

- What is the impact of your job on other people? Where? Local, national or international impact?

- What are these people able to achieve because of your work?

Use your creativity to write down your answers. Then, draw or speak out loud on audio or create a video to summarise the insights generated in this part.

Share this brainstorming session with 3 trusted friends and ask them how they see you as you described yourself. To go further in your self-exploration, check out these profiling tools [Enneagram](#) | [MBTI](#) | [Wealth dynamics](#)



HOW TO FIND YOUR VALUES

In this action sheet, you will go through the process of identifying your current values and take the opportunity to change the ones that are no longer useful to your goals and those that are holding you back.

1. Finding your Values

What is the most important thing to you in life? List 10 ways you spend most of your time and 10 ways you spend most of your money

	How do you spend your time?	Rate	How do you spend your money?	Rate
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Rate them according to the importance you give them, (1 being top value and 10 the least important). Sort them and select the top 5.



2. The 6 core values, Anthony Robins

Consider the six human needs and identify the values that are most important to you. Rate them (1 being top value and 6 the least important):

- Certainty vs Variety
- Significance vs love / connection
- Growth vs Contribution

Type of values	Rate them	List as many adjectives that make you feel alive
Certainty		
Variety		
Significance		
Love & connection		
Growth		
Contribution		

3. Identify the conflicting Values that sabotage you

Do you know that you may have conflicting values that sabotage your success? Let's say you want to reach certain success but perseverance is not on your value list. Can you see that your goals will not be achieved unless you are determined to go all the way to see it come to pass? Perseverance is an indispensable habit for anyone thinking of achieving anything in life.

Now, try to identify some values that may conflict with the goals you want to achieve.

My goals	My values	The missing value
Eg. Become a millionaire	Spending money	Saving money



My goals	My values	The missing value

4. What is the value you bring to the world?

YOUR BOLD PROMISE

- What is it that you have promised to do or deliver that is bold and exciting to your desired audience?

- How would you ensure consistency in delivery of that promise?

YOUR STANDARD

Having goals that you want to reach does not guarantee that you will achieve them. Standard is what you settle for. Some people want to have a few clients and live a stress-free life and others want to build an empire.

Which level do you want to play in? Do you want to play small? Do you want to play big? Write down how you view your desired standard. There is no right or wrong answer, only what you want to achieve.



WRITE YOUR MISSION STATEMENT

In this section, you put together what you have determined in your previous brainstorming sessions. You can directly type in the blank spaces or get a brand-new journal.

Write in present tense. Eg. *“My mission in life reflects who I am and defines how I use my inner abilities. It guides how I act in the world.”*

1. ‘I am a ...’ your ideal profession

‘I am a successful speaker, entrepreneur, investor, etc...’

Add as many adjectives that make you feel alive.

- Describe in a short sentence what your perfect job looks like.
 - What is the impact of your job on other people? Where? Local, national or international?
 - What are these people able to do now because you have become this great person?
- E.g. ‘I impact the life of millions of people’

Write now

2. To fulfil this mission I have great values:

List at least five of your top values and how you apply them! Make them as lively as possible (These are the new values you want to live by. Not the ones that have been holding you back)

Examples:

- I live an abundant life in all domains with authenticity & integrity
- I have high standards and value excellence. I refuse to settle for less than the best.
- I am consistent & persistent in all I do and focus on one thing at a time
- I ask for help from people who have made it and receive their help with grace
- I have fun every day and bring fun to people’s life because the only moment I would ever live in, is today

Write now

- 1.
- 2.
- 3.
- 4.
- 5.

3. These are my priorities in achieving my mission:

Which roles do you want to play in people's lives? List all of them and how you make sure that you play these roles everyday

Eg. Wife/husband, daughter/son, aunt/uncle, mother/dad, spiritual being, friend...

Important: Make sure all aspects of your life are included by asking these questions:

- How does this mission I have relates to my friends and my family?
- How does it relate to my community, my future, my country, etc. in the long run?
- Why is this good for me, why does this represent who I care about?

Write now

4. Commit and refine it

Commit to live your mission statement. How do you feel?

If you feel great, that is perfect. Otherwise, go back and change what is bothering you. This mission statement gives you an everyday sense of commitment. Make it visible everywhere so you can see it and keep refining it by adding or deleting stuff until it rings totally true to you.

Record what you wrote on your phone or using any other recording device and listen to it every day, knowing that you have achieved it.



PILLAR #2 MASTER YOUR EXPERTISE

FIND YOUR PASSIONS, INTERESTS & SKILLS (PIS)

In this section, you will identify your Passions, Interests & Skills and how they align together. This should help you find an overarching single theme that harmonises them all if you are blessed to have so many of them.

1. Find your passions

- What lights up your mood every time you do it? What makes you come alive and get you excited? Write a list of 10 things

Eg. Meeting new people, analysing spreadsheets, being on stage, etc.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



● What are you fascinated about? What are the things that intrigue you? Write a list of 10 things. Don't stop until you have 10.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

● What do your friends and family complain that you “*never shut up about*”?

● Where do you see the greatest injustice in the world? What really annoys you?

● What would you tell people about every day without ever getting bored?

● What do you wish for everyone in the world?



2. Find your Interests

- What topics do you search for the most either online or spend time doing offline?
- What do you love to do as hobbies when you have some free time?
- What do you hate in life or what infuriates you?



3. Find your Skills

Your skills are the things you can do, what you've learned throughout your life whether in paid or not paid activities.

- What do you know that someone else may not know how to do it well? Write a list of 20 skills at least that you have learnt. Do not hold back, write even the most trivial ones.

1	11
2	12
3	13
4	14
5	15
6	16
7	17
8	18
9	19
10	20

Google each skill to see what people are looking for the most and what you can do with that skill. E.g. You like 'Photography in Alaska '. when I google this key phrase, I find 38,800,000 results.

● What are your key strengths?

These are your talents, what you do naturally without thinking about it and better than anybody else. What are you naturally good at? Write a list of 5 skills

E.g. giving advice, helping people, teaching, provide constructive feedback, reading a map, etc.

- 1.
- 2.
- 3.
- 4.
- 5.



● What do people compliment you about the most, or tell you that you do excellently well?

- 1.
- 2.
- 3.
- 4.
- 5.

● What are your weaknesses?

What you aren't good at. Write a list of 10 things	Now write the opposite of your weaknesses (Is there something you wish you knew how to do? Circle those to develop those skills)
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10



● **Your character.** Which positive words would you use in describing yourself? Write a list of 10 words. *Eg. Determined, curious, reliable, optimistic, etc.*

How would you describe yourself?	How would your friends describe you?
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10

Your answers to these questions serve as a starting point to develop your influential personal brand. Don't worry if you don't get it perfect. To get more reliable results, ask your friends, family and colleagues whom you trust to tell you what they think your talents are. Are those words aligned with your future goals? If yes, great, otherwise, what can you do to change them?

This is an ongoing process, refine your list as you come up with new insights.

PICK YOUR TOPIC

Select your top 5 passions, 5 interests and 5 skills and fill in the table below:

PASSIONS	INTERESTS	SKILLS
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5

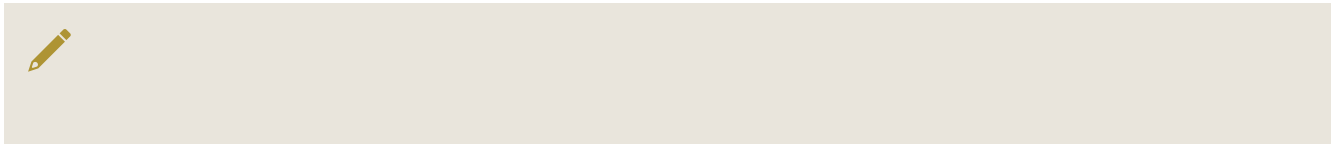


- Stop and take a closer look at this list. What is the common topic across these three categories? Do you see any common theme across all three? Write down your thoughts

- Looking at this list again, which topic is a hot topic or is related to a topic widely discussed in social circles at the present moment?

- Are you passionate about this topic? Are you happy to pick it as your primary focus for the next 12- 18 months? If yes, congratulations. Otherwise, swap it with another topic in this short list and check if it's both a current topic and something that fires your passion. Write down the topic you will focus from now onwards:

My topic is:



Leave the other skills on the sheet of paper for now (they won't go anywhere) and start with the one you picked. You can always refer to this list later if you want to explore another topic.



FIND YOUR UNIQUENESS

In this section, you will use different approaches to find your uniqueness. To build a strong personal brand, you need to be distinct, excellent and be valuable to others.

1: YOUR LIFE EXPERIENCE:

Look through the course of your life from your birth up till this moment, including your personal and professional life, list:

🟡 10 moments of big successes

1

2

3

4

5

6

7

8

9

10

🟡 10 moments of big failures

1

2

3

4

5

6

7

8

9

10



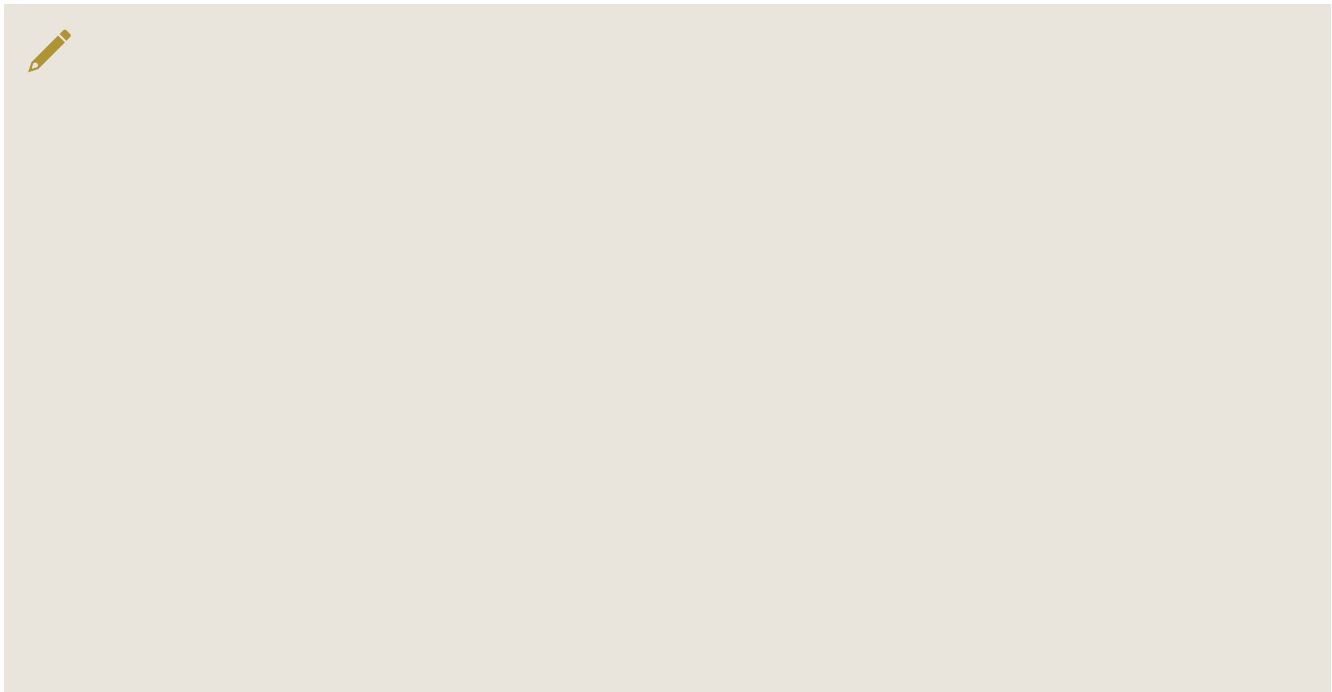
● 5 turning points when you have made a choice that could have been different

- 1
- 2
- 3
- 4
- 5

● What lessons have you learnt from those successes and failures

- 1
- 2
- 3
- 4
- 5

Personal notes



2: WHO YOU KNOW

Who are the people you know due to your background, your work, where you live or your online connections?

- Are they mostly affluent executives, high-flying people? List the types of people you know

- 1
- 2
- 3
- 4
- 5

- Which industries are they mostly involved in? Technology? Sales? Entertainment?

- 1
- 2
- 3
- 4
- 5

- Which professions are they engaged in? Accountants? Lawyers? Consultants?

- 1
- 2
- 3
- 4
- 5



3: YOUR VIEWPOINT

It is not enough to know something, anybody can Google to find information. The key thing is having a distinct view point on a topic because that is what people will pay for.

- So, what is your perspective on your topic?
- What do you hate or what frustrates you constantly in your industry that you are trying to fix? What inefficiencies exist?
- What your industry is not doing and what steps are the professionals scared of taking?
- How do you see things organised in your industry or in the society in general?
- How can things run more smoothly and successfully?
- What new ways do you picture in creating more value to your stakeholders?
- How can you change the rules of the game?



4: YOUR BIG WHY

- Why do you do the things you do? What makes you get up in the morning excited and ready to start a new day?
- What drives you to do the things that you do not feel compelled to do otherwise? Is it for your family? Your kids? Your community? For a cause? For your nation?
- You've been given a magic wand that can only make one wish come true. Any wish no matter how big or small. What will you will ask for?
E.g. To cure all diseases on the earth? End homelessness? End wealth inequality?
Write it down below. Only one wish.
- What are you willing to die for? Which cause will you fight so hard to obtain?
- Which legacy do you want to leave for future generations? What do you want to be remembered for?

5: YOUR IMAGINATION

It is time to play with your imagination. Do not let anything stop you. Use any ideas you've previously come up with, combine them into a new idea. What do people think is impossible, but you'd love to see?

- Crazy idea 1. What if I could

- Crazy idea 2. What if I could

- Crazy idea 3. What if I could

6: FEEDBACK FROM OTHERS

Ask people who know you well for some feedback concerning how they see you

- Which roles do you imagine me to be the best in?

- 1
- 2
- 3

- What are three positive attributes you see in me?

- 1
- 2
- 3

- What are three negative attributes you see in me?

- 1
- 2
- 3



PILLAR #3 KNOW YOUR AUDIENCE

In this section, you will create your ideal customer persona and identify your niche.

STEP 1: DEFINE YOUR CUSTOMER PERSONA

1. Create your customer persona

Give the customer persona or avatar a name and describe the ideal demographic profile, their needs and wants including the things that keep them awake at night. Precise their dreams and desires.

Example of Customer Persona

Who is your ideal customer?	35-50-year-old male called John Net Income: More than 100k /year Works in financial sector, lives in the capital of a big city
Their Wants & dreams	Wants to retire young, have a beautiful home and a family, live a jetsetter lifestyle
What keeps them awake at night, their needs	Making more money to buy their dream house, hit their targets at work, find a better paying job, pay their kids' education, etc.
Who do I know like that?	Marc, Kevin, etc.
Role models	Richard Branson, Dave Rogers, Warren Buffet
Where do they hang out?	High level clubs, Awards/ galas, luxury hotels, golf clubs, tennis clubs, social media sites like LinkedIn, etc.
What they read	Forbes magazine, Success magazine, FT, City AM, Challenges, Fortune magazine, etc.
Who else are interested in them?	Head-hunters, top clubs, health clubs, etc...
Criteria to select those with high Return on Investment	My perfect client needs to be able to take any decision without asking anyone first; Have a high integrity; Is successful in his career; is financially sound with personal asset of 1million, etc.
Who can help you to meet your avatar?	Personal connections, LinkedIn connections, etc.
Your hook to attract them	Interview them for a research they are interested in. Use one of the digital assets you created and personalise it to their needs
Competition Who else is providing a similar offer?	Competitor1, Competitor2, Competitor3, ...

Create your own Customer Persona Now

<p>Who is your ideal customer? demographics</p>	
<p>Needs, wants, dreams, desires</p>	
<p>What keeps them awake at night?</p>	
<p>Who do I know like that?</p>	
<p>Role models</p>	
<p>Where do they hang out?</p>	
<p>What they read</p>	
<p>Who else are interested in them?</p>	
<p>Criteria to select those with high</p>	



<p>Return on Investment</p>	
<p>Who can help you to meet your avatar?</p>	
<p>Your hook to attract them</p>	
<p>Competition Who else is providing a similar offer?</p>	

2. What are they searching online? Write 12 keywords



STEP 2: FIND THE KEYWORDS THEY ARE SEARCHING FOR

- 1. Brainstorm first, and then go to your competition websites to find 20-30 potential keywords that your main persona could be looking for. Write them below. Use [Google Adwords](#) or [SEM Rush](#) to check their popularity. Make use of *Buzzsumo* to help your search.



PILLAR #4 LEAD YOUR NICHE

DEFINE YOUR NICHE

1. What is your niche?

2. How many levels can you go?

Think about 5 different ways you can niche down with your generic topic 1, 2, 3, 4 levels

- Level 1
- Level 2
- Level 3
- Level 4
- Level 5

3. Your Unique Selling Point (USP): Which problem do you solve for your niche and how?

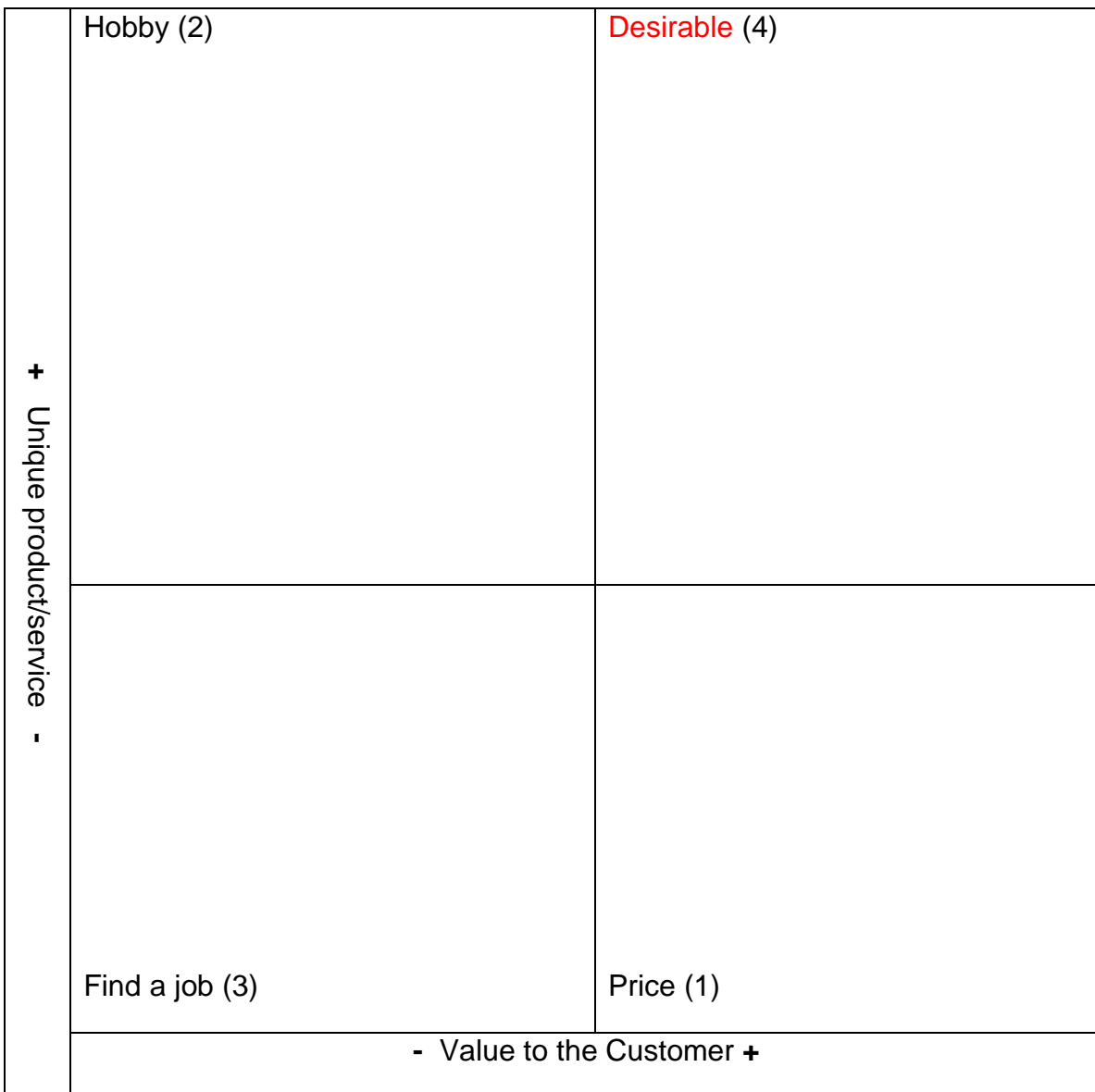
Which unfair advantage have you that no other person or business has?



HOW PROFITABLE IS YOUR NICHE?

Use the list of possible niches and plot them in the quadrant below based on how:

- Unique the product or service (truly unique or less)
- The value perceived by the customer (high or low)



CRAFT A KILLER USP & MESSAGE FOR YOUR OFFER

In this section, you will have to brainstorm ideas to craft your own USP using the step-by-step method described in the book. Then, put these ideas together in a message for different audiences using the step-by-step method below:

Step 1: Determine the Biggest Benefits of your product/service

Clearly describe the **5 biggest benefits** that people get by owning your product or experiencing your service. What value are you adding to clients?

Your prospect doesn't care if you offer the best quality, service, or price. You have to **explain** exactly **WHY** it is important to them. Think in terms of what your business does for your customer and the end-result they desire from any product or service like yours. So, what are the benefits you offer? Write them down and determine the 5 biggest benefits.

1.

2.

3.

4.

5.

Step 2: Brainstorm what makes your Offer Unique (12 points)

Find out the most frustrating experiences your customers go through when working with you or with your industry in general? Brainstorm what makes your offer unique or the element that should be added to make it unique by considering one of these 12 areas. Think outside the box and ask feedback from clients or partners. Write your ideas down below:

1. Quality

How superior is the quality of your product/service compared to your competition?



2. Service

Do you provide an exceptional customer service?

3. Delivery

Do you deliver on your promise or go beyond your promise? How have you done this in the past?

4. Speed

How fast do you execute your services, act on an enquiry, bookings, complaints, etc?

5. Convenience

This is about the ease of access. How convenient is your service or product? Do you have favorable opening hours? Do you plan your schedule to fit your clients' needs? Do you provide different ways of accessing your product or service?



6. Experience

Great experience matters to every business. Take time to examine the kind of service you have been providing. Connect emotionally, put some drama, tell stories, provide a great customer experience. How amazing are the experiences you provide to your clients? Do they leave you happy and fully energised? Do you give them undivided attention?

7. Price

Unless you are a low-cost service provider, cost shouldn't be part of your USP. You cannot compete on price forever; a cheaper newcomer or company will always come along and slash the price even further to get you out of the business.

8. Heritage

If you have been running your business for a long time, explain your heritage. What happened at the beginning? What are your key achievements, transformations, recognitions, etc?

9. Who you serve

Who are the clients you serve? What are their status, roles, industries, size of company, generation, etc. Are the mostly affluent, executives, high flying people? Are they in Technology? Sales? Are they Accountants? Lawyers? Consultants?



10. Your unique framework, methodologies & viewpoint

What proprietary tools have you developed that help your clients to achieve their goal faster and better than your competition? Do you have a different and better way of solving problems in your industry? It should be articulated clearly so that the customer can see the benefits to them.

11. Your imagination

You can create a strong USP based on your own imagination or by linking previous unrelated fields to create your own universe; think outside the box and what could be possible. You can also look at your competitors and tweak them to make it better.

12. Scarcity

Do you want to create an offer based on scarcity with a finite number of people/ business?

Eg. You only work with 10 clients per year and give them your full attention for a premium price rather than chasing 100 low paying clients who are not very committed.

Write down how you can apply this to your business or a new service you intend to create.



Step 3: Offer Proof & Guarantee:

● Testimonials

Consumers are sceptical of the advertising claims which companies make. So, in order to alleviate their scepticism, try being specific and offer proof when possible. Provide past clients testimonials that show what you have been able to achieve for them. You can get video testimonials or more.

Write down some proofs or the list of people who can give you ones

● Provide Guarantee

Think about it - what really bugs your customers? Get into their shoes, then consider them saying this: 'If I could just find a [business type] that did [x], I'd deal with them every time and recommend all my friends too'. Think of all the frustrations of your customers, for each one of them, develop a guarantee based on that.

The basic format for a powerful guarantee is simple: **'If this doesn't happen, then we'll do that'**.

Example: *'If you take this personal branding course, watch the videos, do the exercises and find that you are not getting a greater clarity about yourself within 30 days, ask for your money back; no question asked and no hard feeling.'*

Write down your guarantee below



Step 4: Write your USP

Use the relevant items you've listed earlier to complete this section. Write your USP so it creates desire and urgency.

1. Catch your customer's attention:

- **WIIFM**-What's In It For Me. Tell the customer how your offer will benefit them. Use the benefits listed in the step 1

- **WSGAI**-What's So Great About It? Tell the customer why your solution is important to them in a way that makes them feel compelled to pay attention.

2. Condense into One Clear and Concise Sentence

The most powerful USPs are so perfectly written in a way that you cannot change or remove even a single word. After you get your USP written, your advertising and marketing copy will practically write itself! Now take all the details about your product/service/offer from the steps above and sculpt them into one clear and concise sentence with compelling and vivid word. Write your draft now...

Step 5: Tagline development

In this step, we will craft a tagline or a slogan for your offer. You will identify 3 words that best describe what you do. Successful slogans are like:

- Just do it → Nike
- Think different → Apple
- I'm worth it → L'Oréal
- Every little helps → Tesco

Successful patterns are concise, simple, have a double meaning, are keywords, etc. Write the 3 words that best describe what you do now.

1

2

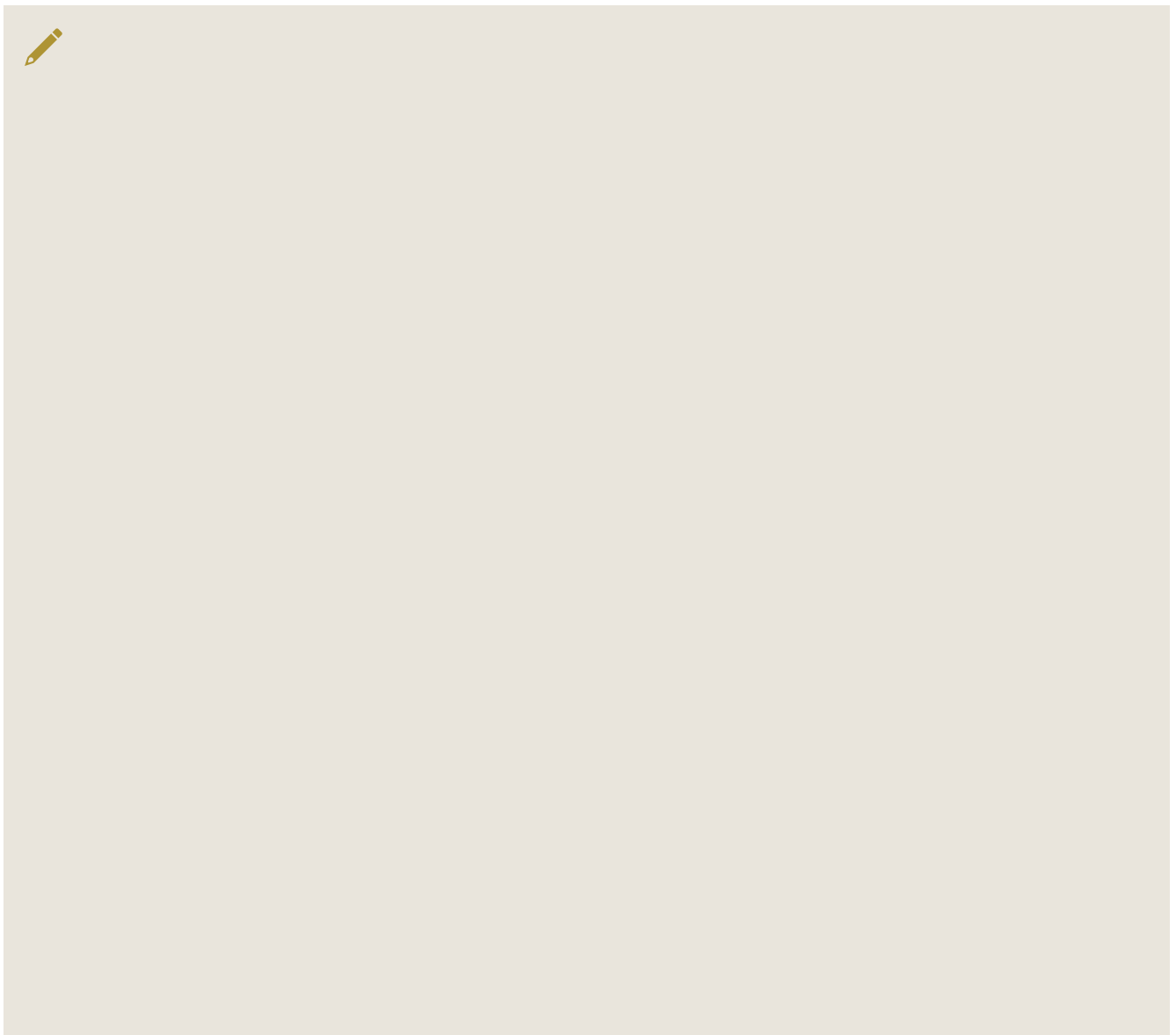
3

Arrange the 3 words into a meaningful slogan

- Version 1
- Version 2
- Version 3

Ask for feedback to friends, clients and partners. Which one they prefer and why?

Personal notes



IDENTIFY YOUR COMPETITION

Now is the time to look in the market place to find out who are the key players in your industry, what they offer and how they market themselves.

Which businesses do you admire the most in your field?

List the name of 10 successful organisations or people you admire and gives reasons why

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Now let analyse the top 3 competitors in depth



Competition 1

- Name:
- Website:
- Who are their customers?
- Which problem do they solve for their customers?
- How are they creating value for their customers?
- How this value is leveraged? Do they have partners? Sponsors?
- How do they promote themselves? Online and offline (look on their website)



Competition 2

- Name
- Website
- Who are their customers?
- Which problem do they solve for their customers?
- How are they creating value for their customers?
- How this value is leveraged? Do they have partners? Sponsors?
- How do they promote themselves? Online and offline (look on their website)



Competition 3

- Name
- Website
- Who are their customers?
- Which problem do they solve for their customers?
- How are they creating value for their customers?
- How this value is leveraged? Do they have partners? Sponsors?
- How do they promote themselves? Online and offline (look on their website)



REFINE YOUR USP

Using the '*Competition action sheet*', revise your initial USP with your findings.

What have you identified in other offers that could be used to strengthen your USP?



CREATE YOUR OWN RULES OF THE GAME

1. Disrupt the way things work in your industry

- What are you frustrated with within your industry?
- What are your industry players not doing or are scared of doing?

2. Create an ecosystem

How can you create a connected ecosystem of offers, all of which work together to solve the user's pain point via a single platform?

- Understand the interactions within the ecosystem
- Can you create a network effect for both sides?

3. Disrupt an incumbent

- Pick an industry or a sector
- Who are the leading companies in that industry/sector?
- Find out which inefficiencies annoy customers the most
- How can you create new value that didn't exist previously (don't just move online what is done offline)?



4. Stay ahead of the curve

- Set up a **Google alert** on important keywords

Keyword 1

Keyword 2

Keyword 3

Keyword 4

Keyword 5

- Listen to conversations on social media by following relevant hashtags

Hashtag 1: #

Hashtag 2: #

Hashtag 3: #

Hashtag 4: #

Hashtag 5: #

- Subscribe to relevant newsletters using a dedicated email address

Newsletter 1

Newsletter 2

Newsletter 3

Newsletter 4

Newsletter 5

- Read industry publications and look outside your sector to broaden up your perspective.

Publication 1

Publication 2

Publication 3

Publication 4

Publication 5



PILLAR #5 CONTROL YOUR IMAGE

DEFINE YOUR PERSONAL IMAGE

Please write below the elements that are going to be part of your visual branding to be communicated externally as part of your personal brand.

1: What are the 3 core values you intend to project?

● What are the three values you want to reflect in your external communication
Eg. Generosity, determination, confidence, joy, love...

1

2

3

2: What is your style?

Are you most comfortable in a relaxed style: jean/t-shirt? Or are you into a more conservative, classic style? Do you prefer being chic and glamorous? Trendy? Eccentric? Choose the style that suits you and also matches people you want to attract.

3: What is your favourite Colour?

Which colours energise you and flatter your features? Some colours make you look vibrant while others make you look old and static.

4: Which Energy do you communicate?

Which energy do you want to extend to people when they see you, whether it's in person, on video, in audio and with words? Pick the energy you want to communicate to your audience each time
E.g.. Feeling happy, being optimistic, having fun, etc.



5: Which Object will be integral part of your image?

Do you have an object that adds a *je ne sais quoi* to your image?
E.g. Some people hold a dog; others wear quirky glasses, etc.

6: Other

Is there anything else you want to add as part of your visual branding? Write it down

7: Put it all together

Get a professional photo taken of you. Try to put together all the elements you have written into the image. Test the result with friends and family to see what they think.

Give this brief to a designer to create a logo for you: Check www.99designs.com, www.peopleperhour.com, www.Fiverr.com. Or create it yourself with Adobe photoshop or illustrator or www.Canva.com or <https://themeforest.net/>

● Colours and font

What is your primary colour? Why did you pick it?

What is your secondary colour? Why did you pick it?

Which font will you use? Why did you pick it?

● Tone of voice

How do you want to communicate to your audience? Which language do you want to use? formal? Informal? Authoritative? Fun? Inspiring? Challenging?
Write down all the adjectives you want to embody.



PILLAR #6 CONNECT WITH EMPATHY

CREATE A LIBRARY OF PERSONAL STORIES

Write at least 5 different stories, taking inspiration from the guidance below:

Look back in your life, build on to the action sheet 'Find your uniqueness' to identify some critical moments in life you can use to support your message for more impact.

- **Your childhood:**
 - ✓ What do you remember that shape the way you think or behave today

- **As a teenager:**
 - ✓ The challenges you had to overcome at home, with your friends, at school, etc.
 - ✓ Your successes, the transitions you went through, the key lessons you learnt,
 - ✓ Vivid moments that shape you i.e. particular teachers, family, travels, ...

- **As an adult:**
 - ✓ Flying solo away from the family nest
 - ✓ Your first job; pleasures and pain, colleagues, bosses, what you loved and hated
 - ✓ What have you discovered about your strengths and in which circumstances
 - ✓ What broke your heart and made you proud
 - ✓ How you have overcome challenges, led successfully projects? Who was there for you or not, key lessons learned.



STORY 1

- Transition moment
- Vivid details
- Conflict
- Key learning
- Put it together in 200 words



STORY 2

- Transition moment
- Vivid details
- Conflict
- Key learning
- Put it together in 200 words



STORY 3

- Transition moment
- Vivid details
- Conflict
- Key learning
- Put it together in 200 words



STORY 4

- Transition moment
- Vivid details
- Conflict
- Key learning
- Put it together in 200 words



STORY 5

- Transition moment
- Vivid details
- Conflict
- Key learning
- Put it together in 200 words



PILLAR #7 BUILD YOUR COMMUNITY

CREATE YOUR SUCCESS TEAM

In this section, you will list people you know that you want to be in your success team.

Mentors - Advisors

- List 5 people you admire who have achieved what you are inspired to do

- 1
- 2
- 3
- 4
- 5

Peer Partners

- Find 5 people in your network who agree to promote each other's stuff

- 1
- 2
- 3
- 4
- 5

Influencers

- Who do your customers listen to? Where did they take their advice from?

- 1
- 2
- 3
- 4
- 5



Corporate Partners

● Create a list of 10 possible **partners** and say why (corporate & NGOs)

1

2

3

4

5

6

7

8

9

10



Support team

- Create a list of at least 20 people that you want in your **support team** and state the reasons why they should be there

Name	Why do you want this person in your team?
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	



Complementary Businesses | Partners

- Which other problems do your customers have but you have not solved?

- Who offer these services/products? List them below

Providers

- Who are your providers? Who do you buy from?

- How their customers can benefit from your services?

Other people your clients interact with

Eg: Personal network, professional associations, hotels, beauty salon, Spa, gym, private clubs, church, etc...

All these categories of people and organisations are potential partners to approach to offer a deal for their audience or members.



CREATE & MONETISE YOUR DIGITAL ASSETS

DEFINE YOUR DIGITAL ASSETS

What you need to attract your desired audience

Assets List	What do you have?	What will you add?
Website: yourname.com		
Website: yourcompany.com		
Website: yourproduct.com		
Blog: focused topic (4-5 subtopics) Topic 1 Topic 2 Topic 3 Topic 4 Topic 5		
Social media profiles / pages <ul style="list-style-type: none"> • LinkedIn • Twitter • Facebook profile • Facebook page • Instagram • Pinterest • Snapchat 		



Assets List (continued)	What do already have?	What will you add?
Videos: How to Interview experts Reviews Industry news Other		
Podcast topic		
Book, e-books		
e-courses		
Media kit High and low-resolution photos Biography Business profile Success stories Case studies		
Others		



MONETISATION STRATEGIES

What strategies do you want to implement to monetise your online efforts and create income from? Below is a non-exhaustive map of the various ways to make money.



Monetisation	What do you already have?	What will you add?
Publish a book / eBook		
Public speaking		
Events		
e-courses		
Webinars		
Podcasts		
Crowdfunding		
Others		



YOUR PERSONAL BRANDING ROADMAP



12-MONTH PLANER

You are now ready to build your own Personal Branding Roadmap or Execution Plan
List your objectives for the 7 pillars in the next 12 months.

	Objectives	Where I am now	Where I want to be
Pillar #1			
Pillar #2			
Pillar #3			
Pillar #4			
Pillar #5			
Pillar #6			
Pillar #7			
Mindset/ Habits			
Notes			



12-WEEK PLANER

Start date:

End date:

List your objectives for the 7 pillars in the next 12 weeks.

	Objectives	Where I am now	Where I want to be in 12 weeks
Pillar #1			
Pillar #2			
Pillar #3			
Pillar #4			
Pillar #5			
Pillar #6			
Pillar #7			
New Habits			

Notes



WEEKLY CHECK IN

WEEK Number: List the 5 key **outputs** you want to achieve this week, then review the results at the end of the week. Outputs are tangible results you want to see, not just activities. Use a copy of this weekly sheet for the next 12 weeks.

	Goals beginning of the week	Tangible Results
Focus 1		
Focus 2		
Focus 3		
Focus 4		
Focus 5		

Notes

1. What I have realised/learnt since this week?

2. What I have planned to do but haven't done?

3. What would I do about them now?

4. The issues and problems I am facing right now?



5. The opportunities that are lying in front of me right now?

6. Specific strategies I want to review next week

DAILY TEMPLATE

List the 5 key outputs you want to achieve today and review the results at the end of the day.

	Goals beginning of the week	Results
Focus 1		
Focus 2		
Focus 3		
Focus 4		
Focus 5		

Notes

1. What have I realised/learnt since this week?

2. What have I planned to do but haven't done?

3. What would I do about them?
4. The issues and problems I am facing right now?
5. The opportunities that are lying in front of me right now?
6. Specific strategies I want to review next week

DAILY ROUTINE-MORNING

Take 15 minutes each day, sit in a quiet place and breathe deeply, empty your mind and relax.

- Write down a list of 5 things you are going to do today to build and live your influential personal brand that is aligned with your monthly goals.

1

2

3

4

5

- If you have an issue that needs to be resolved, break the problem down into small chunks

- Write down all the possible alternatives / solutions you can think of that may solve it

-



-

-

-

● Examine all the options in turn and select the most likely ones

● If you don't find them satisfying, hand it to your subconscious mind and don't think about it

● When you have the solution, act on it immediately



DAILY ROUTINE- EVENING

Each night before you go to bed, reflect on your day and ask yourself these questions,

● What did I learn today (even little things matter)

-
-
-
-

● What have I improved?

-
-
-
-

● What did I enjoy today?

-
-
-
-

● What am I grateful for?

-
-
-
-

● What can I do tomorrow to move a little closer towards my goals?

-



-
-



BONUSES



DEFINE YOUR BUSINESS BRAND

Think in depth about your business vision, mission and what you want to achieve

Write Your Business Vision

What will be the legacy of your business brand in the next 50 years?

What do you want to be remembered for?

Write your Business Mission

In a short paragraph, write what you do, how you do it, to whom & why it's important.

Example of Mission: *We aim to empower women-led small businesses in developing countries, with the skills they need to grow business successfully and participate in the global digital economy in order to transform their lives and those around them.*

Define your objectives

What you want to achieve in your business in:

Short term-12 months	Medium term-3 years	Long term-5 years+
<i>eg. Acquire the first 50 clients</i>	<i>eg. Be the leading company to provide xxx</i>	<i>eg. Be number one in our field</i>

Create a 3-word tagline

A tagline is a two or three-word explanation to explain why you exist. Summarise to the barest minimum the essence of your message or mission. It should be customer-focused

Example of tagline: *'Dream. Act. Impact'* – Mydigitalpal.com | *'You are worth it'* - L'oreal





Define your Values

Write down 5 values that align to the ones you've picked in your personal branding or choose a new set of values for your business. In all cases, your personal values and your business values shouldn't be in conflict, otherwise it will not work.

Include the standard you want to play at in your values too.

1

2

3

4

5

Your logo

- What logo will represent your business? Which story does it tell? Be Dynamic

- Do you have distinct divisions in your business and need a family of logos?

- What will be the common thread to link that family of logos?

- How will each logo show its own individuality?





MINDSET & HABITS

This section is about writing your current habits and the ones that can contribute to helping you achieve your goals and those you need to let go of.

INTEGRATE WORK/LIFE

What are the things that are so important to you outside your job? List them and schedule a time in your diary when you can do them with minimum disruption in your life. Start small and increase the frequency and duration as you go.

- Connection to your source (meditation, prayer)

- Physical exercise (dance, swimming, walk, gym, yoga)

- Healthy eating (fruits, vegetables, wholefoods)

- Relationship/connection (family, spouse, friends, wider community)

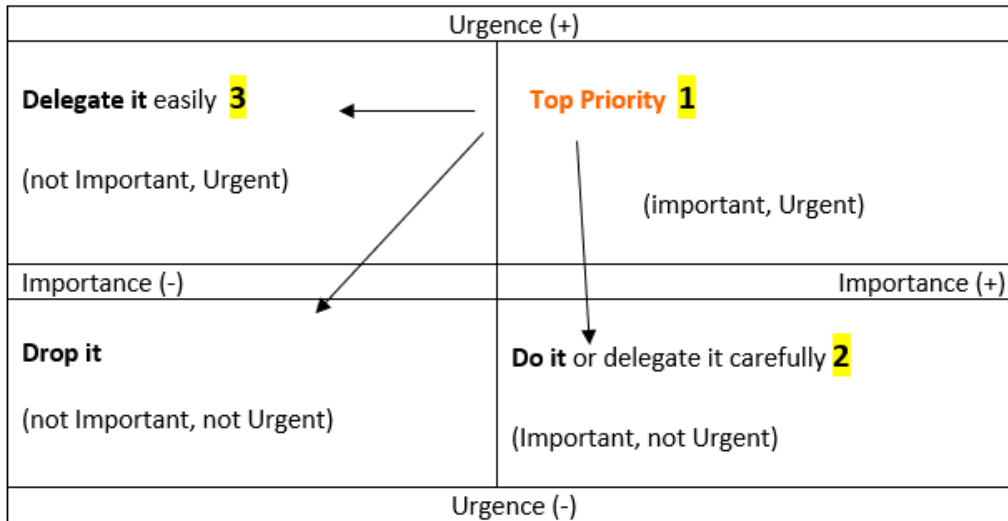
- Security (savings, house)

- Time off to relax / resource (walking, reading, hiking...)



PRIORITISE ACTIONS - EISENHOWER MATRIX

- List all the tasks you have to do monthly, weekly or daily.
- For each of the task, ask yourself the following questions: *Shall I do it myself, Delegate or Drop it?*
- What will be the consequence if you don't do it? Can only you perform the task?
- Use the Eisenhower Matrix below to decide which one to do first. *Is the task Important? Is it Urgent?* Drag the items in the appropriate box



Note on how to use the Eisenhower Matrix to prioritise your time effectively

1. The items in the grid should be less than 10 for your monthly, weekly and daily activities
2. Fill out this grid with less than 60% of your time
3. Analyse the grid each day, week and month to see how well you have achieved the tasks



TRIBUTE TO YOUR LIFE

It's the end of your life. Write down the three things you want people to remember you for:

- 1.
- 2.
- 3.



Congratulations on reaching the end of this Playbook.

I trust that you have enjoyed using this Playbook and practical guide to clarify your goals and get ready to build the most influential personal brand, thrive and make a difference in your world.

This playbook is meant to be used as an on-going journey of self-discovery, so please go back to it as often as you like to add new insights and thoughts.

I am on a mission to empower entrepreneurs and other professionals to become leading voices in their respective fields, earning more and making a difference in their lives and in their world.

If you don't yet have a copy of the book '[*Personal Branding in the Digital Age: How to be a Known Expert, Thrive and Make a Difference in a Connected World*](#)', grab one now as this practical guide is based on the frameworks and principles I described in the book.

It is available in many formats: eBook for Kindle users, as Audiobook and as Paperback on PersonalBrandingintheDigitalAge.com.

To accelerate your results and get additional training and support, join me and my private community, the [*Leading Voices Circle*](#). This is an exclusive members-only club to share this journey together, access new materials, share inspiring stories as they become available, and get the support and encouragement of the community that encourage and challenge you to reach your desired goals.



I hope to have the pleasure of meeting you soon online or in person. Until then Dream, Act and make an Impact.

Lots of love, Francine

P.S. If you enjoy this book or find it useful, I'll be very grateful if you post a short review and your success story on Amazon. Your support makes a difference. To leave a review, just go to the page where you've purchased your copy.

P.P.S. Why not tell your friends about this book? Share this link personalbrandinginthedigitalage.com to get their copy and additional bonuses. They'll be grateful for it, I know!

P.P.P.S. If you'd like to share your stories because of what you read in this book or have any questions, please email hello@nucleusofchange.com. I will read it personally and will reply back.