

The 3 Page Personal Brand Strategy

Why build my personal brand?

[input answer]

Start date: [input answer]

Goal Breakdown (Metrics + Brand)

3 month review

[input answer]

6 month review

[input answer]

9 month review

[input answer]

12 month review

[input answer]

Obstacles to goals

[input answer]

1 year goal?

[input answer]

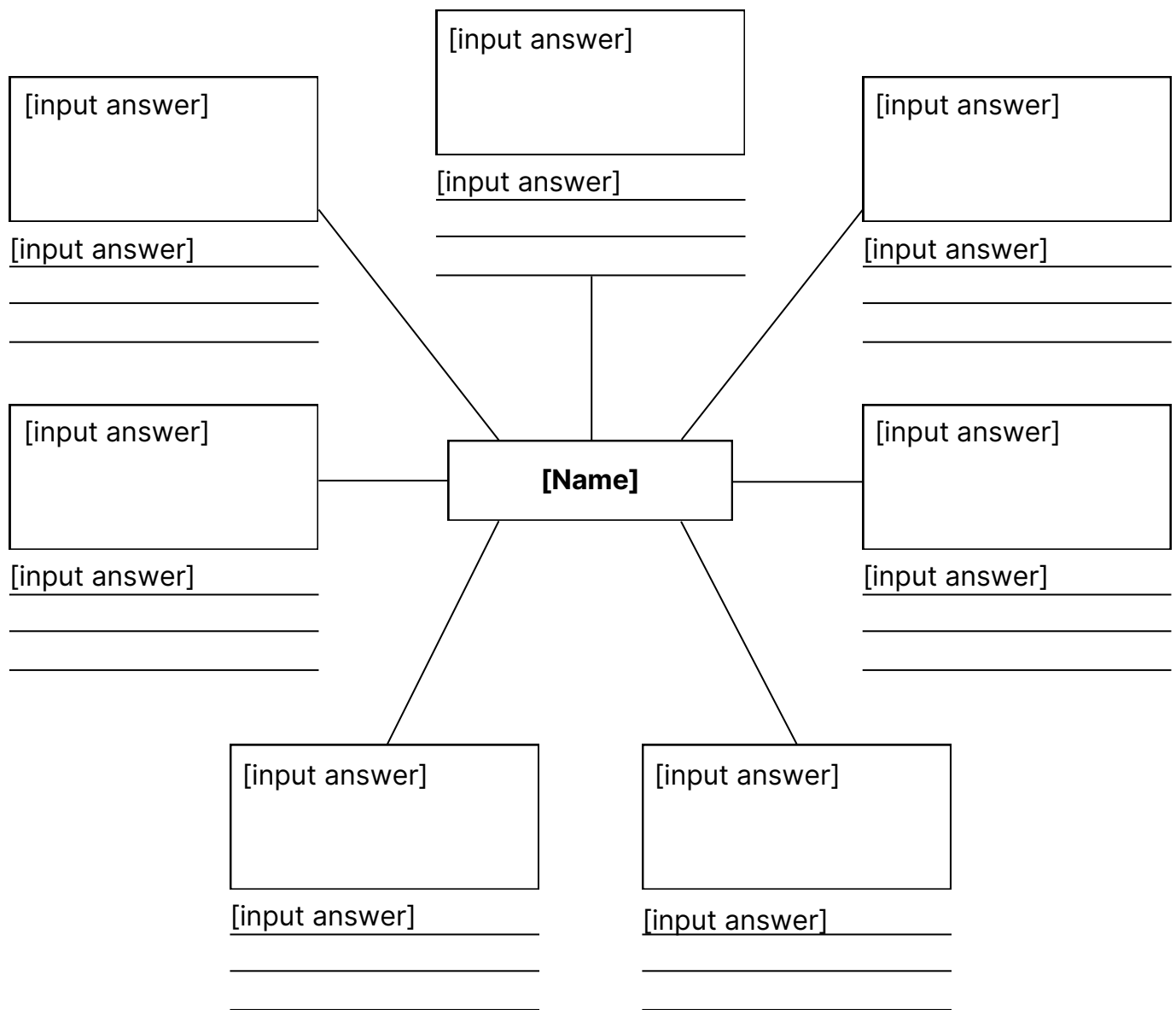
“The best time to plant a tree was 20 years ago. The second best time is now.”

Target Date	Complete
[input answer]	<input type="checkbox"/>
[input answer]	<input type="checkbox"/>
[input answer]	<input type="checkbox"/>
[input answer]	<input type="checkbox"/>

Overcoming our goals

[input answer]

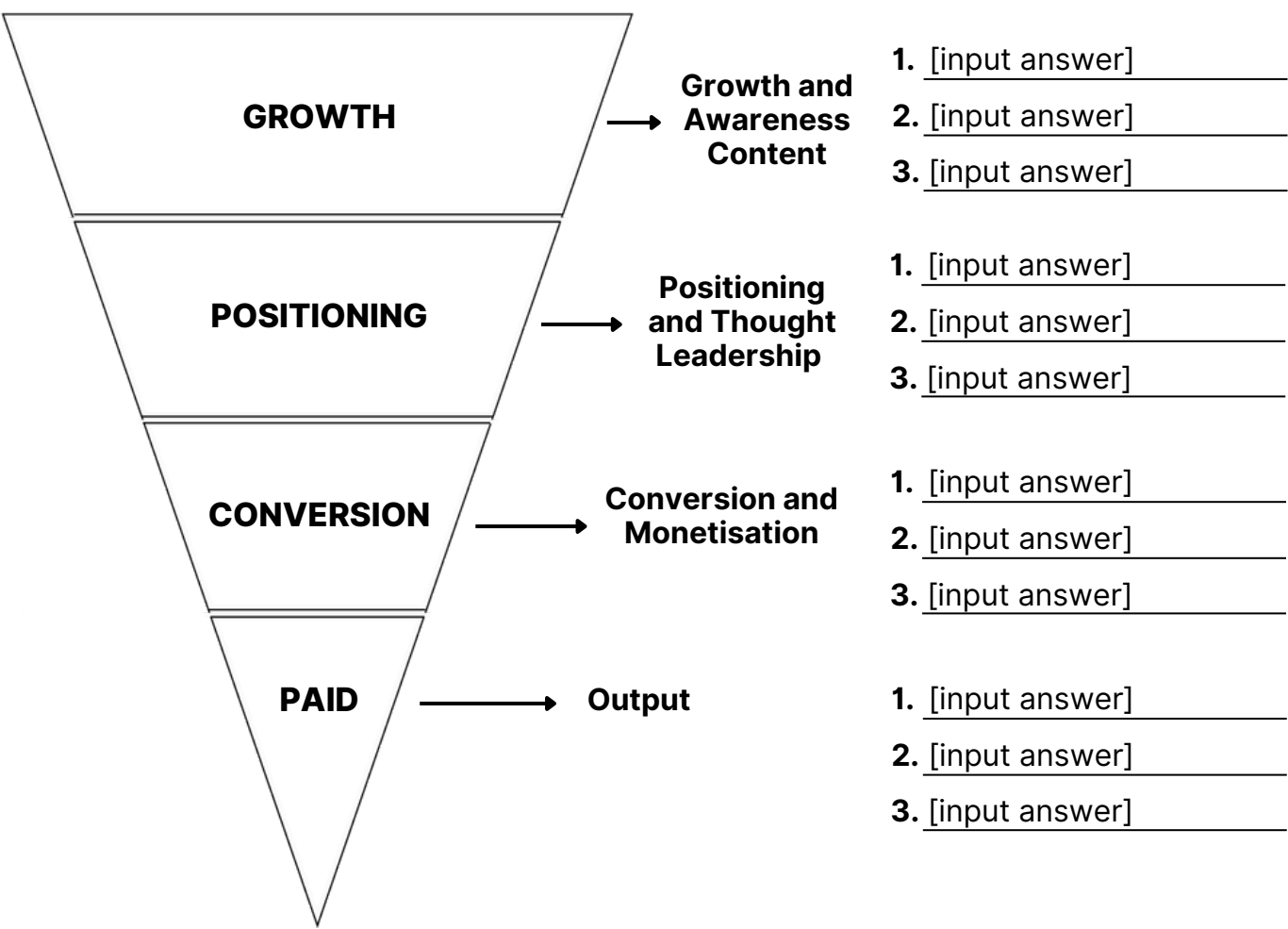
2. Content Pillars



List your Top 5 here, rank them 1-5 and give an example to each.

1. [input answer] → [input answer]
2. [input answer] → [input answer]
3. [input answer] → [input answer]
4. [input answer] → [input answer]
5. [input answer] → [input answer]

3. Content Conversion Framework



I commit that I am going to consistently post on social media, and grow my accounts to create leverage. I commit that I will test and iterate, I will step out of my comfort zone and be consistent.

Signature

[sign here]