



"THE QUEEN OF ONLINE BRANDING AND SELLING"

-VP, Marketing, NYC Conference Leader at Javits Center

**INTERNET INDUSTRY AWARDED SPEAKER
AUTHOR | TRAINER**

Top 40 Global Digital Marketing Strategist | Top 100 SEO Influencer | Top 17 Content Marketer

MODULE 2

BUSINESS PLANNING FOR YOUR PERSONAL BRAND ONLINE (WORKSHEET)

Fill up this online form and PRINT or SAVE your work to your computer for your reference.



PERSONAL BRAND & SERVICES DESCRIPTION

1 What business you are in or if you are building a new business what business you will be in. This is where you describe your business.

2 How do you think your personal brand will support your business? Write your ideas here.

3 What services/products do you sell or what do you plan to sell? List them here.

4 How do you think your personal brand will support what you sell? Write your ideas here.

EXAMPLE

Business Description:

Digital Marketing Agency, Consultancy & Training Business for Small and Mid-Market B2B Organizations

Personal Brand Support:

I am the main sales contact for the agency. The better personal brand online I have, the more qualified leads to my agency.

Products & Services Description:

We sell Digital Marketing consulting, managed solutions and corporate internal training.

Product & Service pricing and Target Audience:

Our consulting and managed services are price positioned for mid-market b2b organizations and their CEOs ranging from \$10mm-\$500mm. Our products and training services are positioned for small businesses, ranging from startups to \$10mm revenue companies.

Personal Brand Support:

As I share my expertise, advice and client stories on these services, I drive target attention to our work. Further, as I build out my personal brand, I position for my specific target audiences online.

1 Your Primary Audience Profile. Write it out now:

A

Age

Education

Gender

Location

Location

Industry Type

Income

Size of Business

B

Media they read

Lifestyle Interests

Media they Watch

Path of how they Buy (Education or Transaction)

Social Channels

2 Your Secondary Audience Profile. Write it out now:

A

Age

Education

Gender

Location

Location

Industry Type

Income

Size of Business

B

Media they read

Lifestyle Interests

Media they Watch

Path of how they Buy (Education or Transaction)

Social Channels

3 Your influencer audience. Influencers can be influential bloggers, editors, celebrities or complementary peers who advise your target on buying decisions.

A

Age

Education

Gender

Location

Location

Industry Type

Income

Size of Business

B

Media they read

Lifestyle Interests

Media they Watch

Path of how they Buy (Education or Transaction)

Social Channels

ANALYZING YOUR PERSONAL BRAND COMPETITION

1 What company, service or product does my personal brand represent? Write down some ideas in different categories such as car types or other known brand types.

2 What is it that I want to sell? Myself and my knowledge? A product I create? A service I own? A service owned by a company? Write this down here.

3 Where is my strongest expertise and how many years of it do I have and can demonstrate? Detail that now.

4 Think about other professionals in your industry who you respect or admire. What is that that you admire? What is it about you that makes you different and better than them in what you can provide to your audience? Write this down.

CREATING YOUR PERSONAL BRAND NICHE

1 What is your specific industry of focus? Write it here:

2 What is your specific area of expertise? Write it here:

3 Detail a Summary of your experience there and why you are the best in this area.

CREATING YOUR MARKETING STRATEGY FOR YOUR PERSONAL BRAND

1 Where your target audience and influencers hang out online. Assess and detail here.

2 Determine where you can provide value to them.

3 How will you communicate your message?

**NEED HELP DETERMINING
YOUR PERSONAL BRAND
MARKETING STRATEGY?**

LEARN ABOUT JASMINE SANDLER'S PERSONAL BRAND COACHING AND MANAGED PROGRAMS. GO TO <http://www.jasminesandler.com/personal-online-branding-consultant/>

CREATING YOUR MARKETING STRATEGY FOR YOUR PERSONAL BRAND

4 To whom will you communicate?

5 Where will you communicate online?

6 What will you communicate?

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SALES TARGETS FOR YOUR PERSONAL BRAND

1 Write down your sales goals.

(Your short-term goal)

(Your long-term goal)

2 How will you achieve your sales?

3 Will you hire salespeople? *(Tick the box)*

Yes

No

4 How much will you spend on selling

PLAN FOR MANAGING YOUR PERSONAL BRAND

1 Make a list of any websites, social profiles, webpages, articles you have published, patents, interviews you have done.

2 Detail where you think you want to focus your personal brand online. This is based on your own industry, target audience and product/service.

3 Make a list of websites where you can see your personal brand living and why.

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MANAGING YOUR
PERSONAL BRAND?**

LEARN ABOUT JASMINE SANDLER'S AGENCY'S PERSONAL BRAND MANAGED PROGRAMS. GO TO <http://www.jasminesandler.com/personal-online-branding-consultant/> and click on the box **PERSONAL BRANDING PROGRAM OPTIONS**

INVESTMENT PLAN FOR YOUR PERSONAL BRAND

What can you invest in the first 6 months of building your personal brand?
Write out by line item and then total. If you are not sure, just write N/A

ITEM	BUDGET
Consulting and agent fees	
Personal web site	
Ghost writing	
Video Production	
Speaker Management	
Event coordination and event marketing	
Graphic design	
Social Media Management	
Social media management tools	
CRM tools	
Tools to develop your trade (computer, software, office, etc.)	
TOTAL	



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