



# JASMINE SANDLER

## ACTION PLAN FOR ONLINE PERSONAL BRANDING®

This Action Plan for Online Personal Branding developed by Jasmine Sandler is intended to follow a deep personal brand assessment. If you have not yet received your Personal Brand Assessment, Jasmine Sandler delivers one as part of her Individual LinkedIn work for Executives. Here is where you can find out about the elements of this [Personal Brand Assessment](#).

Once you have completed your Personal Brand Assessment, you will know what you stand for, how you differentiate yourself from competitors and the targets you want to reach. You've identified industry thought leaders, LinkedIn influencers and key publications and you've subscribed to their feeds. What's next? This Jasmine Sandler Action Plan®...

### DAILY

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- ☑ **CONTRIBUTE** content to your personal blog, website, LinkedIn, etc. to support your personal branding message and your products/services.
- ☑ **SEEK** efficient ways to push out content that support your brand: news stories and features, posts from thought leaders, etc. Share them with a few lines of your own personal commentary. If you're a consultant, provide additional advice on top of what you are sharing. If you're an executive, comment from an industry leadership point of view.
- ☑ **TRACK** what people are saying about you online with a mentioning tool like Social Mention or Google Alerts, or a paid service like [Hootsuite](#).
- ☑ **ENGAGE** with your followers. Support their content: comment, like, share. Be proactive in LinkedIn groups, Facebook groups and in conversations with key influencers. Some of this is neutral (e.g., your article has been reposted).
- ☑ **RESPOND:** Thank followers for retweets, invitations, testimonials and other mentions.
- ☑ **CORRECT:** Take positive steps to deal with any issues or negatives. For example, if you're tagged in a photo and don't want the image online, ask the poster to remove it. Similarly ask to correct inaccuracies.

### WEEKLY

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- ☑ **MANAGE** any people who are helping with your social media outreach. (Your assistant, marketing staff, agency team, etc., needs to be trained to spot opportunities as you would.)
- ☑ **READ** all you can to stay on top of what's trending and what's important in your field. You'll find plenty of content to push out.
- ☑ **REFRESH** your content. You may not be able to post something new every day, but you need to show activity at least 2-3 times weekly. This means writing blog posts, being active at related events and creating good, engaging content.

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## MONTHLY

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- ☑ **UPDATE** your imagery: banners for your services, for example. Don't let ads or other images get tired; people will stop noticing them. Add event photos to Twitter, a blog story or other content.
- ☑ **SEND** a monthly update email or LinkedIn post that includes brief notes on what you've been doing, a roundup of links to top articles (either your own or "don't miss these" from other authors), etc. Invite people to contact you for more information

## QUARTERLY

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- ☑ **ASSESS** what is working and what isn't with your online branding efforts. Where do you get the most sharing: channels, topics? How well are you doing versus expectations? Where should you be focusing your time?

## ANNUALLY

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- ☑ **REVIEW** your results versus goals, and how you can expand your efforts. What other initiatives could help properties can you own? Think product development, team development, company expansion. If you're a solopreneur, get a team of trusted colleagues together for their input and for brainstorming

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### About This Action Plan

Jasmine Sandler Action Plans® are worksheets that help clients manage their initiatives and keep on top of their goals. This document is updated regularly. Go to [JasmineSandler.com](http://JasmineSandler.com) to be sure you have the latest version. If you have comments, suggestions or ideas for this Action Plan, email [info@JasmineSandler.com](mailto:info@JasmineSandler.com).

### About Jasmine Sandler

Jasmine Sandler is the founder and CEO of Agent-cy Online Marketing, a highly regarded digital marketing consultancy, specializing in Digital strategy, LinkedIn Marketing, Online personal branding and SEO. She has 20 years of experience leading Internet Marketing projects for corporations. Jasmine is a speaker, trainer and writer for the Digital Marketing Industry. She is available for consulting, training and speaking engagement. Learn more at [JasmineSandler.com](http://JasmineSandler.com) and [Agent-cy.com](http://Agent-cy.com).

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