Personal Branding Checklist
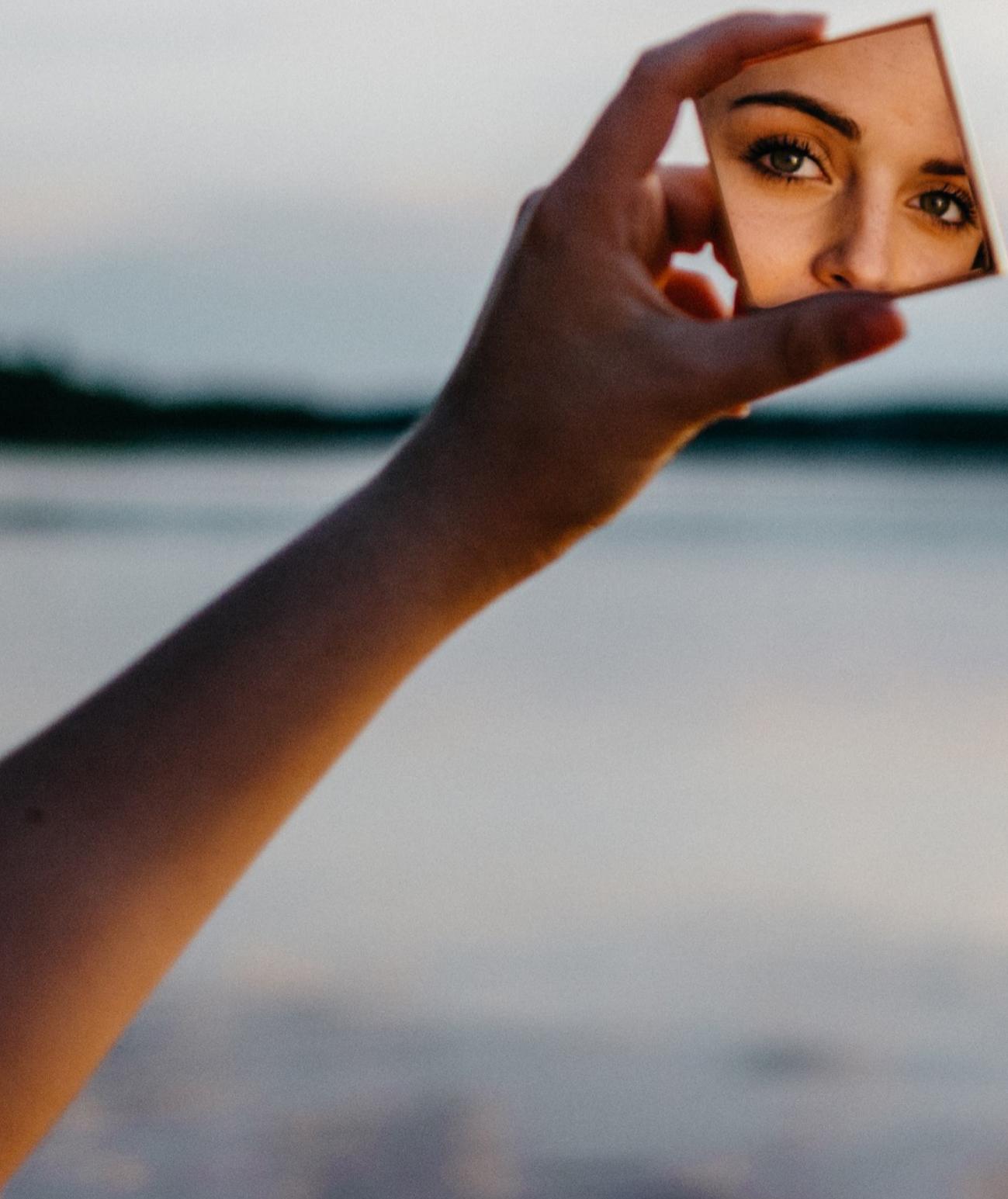
Presented by Caelan Huntress

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MANY SMART PEOPLE WENT INTO MAKING THIS HAPPEN.

The information in this whitepaper has been written by Caelan Huntress and produced by Stellar Platforms, LLC, however the community becomes wiser than any individual involved as each client, coach, and professional brings their wisdom, experience, troubles, challenges, skills and passions, which enhances the lives of everyone involved.

BEGINNER

☐ 1. **Google yourself.**
What do you see there? Do you rank #1 for your name? Review this regularly, it will change.

☐ 2. **Write an elevator pitch.** Here's a formula:
I help THESE PEOPLE who deal with THIS PROBLEM with THIS SOLUTION. (replace text in caps)

☐ 3. **Set up a personal website.** Even if it's super simple.
Yourname.com or therealyourname.com. Buy a domain with your name in it.

☐ 4. **Set up social media handles** on all the major platforms.
Try and get the same slug (end of the URL) on all accounts. @firstnamelastname is best. For a video tutorial and a step-by-step guide to handle it yourself in an afternoon, use coupon code 'DIY' here: https://stellarplatforms.com/product/social-media-setup-workshop/

☐ 5. **Add your best headshot** as the profile photo on all your accounts.
Use the same good picture (at least 400 px wide) on all of your profiles for unified branding.

☐ 6. **Write a bio** for yourself. Here's a formula:
Known for her ADJECTIVE and ADJECTIVE style, NAME is a top-rated, sought-after PROFESSION for TOPIC, TOPIC and TOPIC. Before working with COMPANY, NAME spent TIME on EXPERIENCE, helping AVATARS to OUTCOME. Learning SIGNATUREOFFER changed her life, and the lives of all the AVATARS who want OUTCOME. NAME is an award-winning TITLE and lives in LOCATION, with FAMILY. (replace text in caps)

☐ 7. **Follow 3-5 heroes** and subscribe to their newsletters. Take notes.
*Who are the people who are doing what you want to do **really** well? Start following them, and pay attention to how they speak to their audience, and how they talk about their offers.*

☐ 8. **Ask 5 colleagues** who know you well, "How would you describe my value?"
The way others reflect back to you what they see as valuable in you may include things you would not think are that special, but to others, these qualities demonstrate precisely what is valuable about you.

INTERMEDIATE

- [ ] 9. **Make a logo** out of your name
  Pick a font, pick a colour, and make one of your names bold.

- [ ] 10. **Create a colour palette** that you like
  Go to coolors.co and select 3-5 colours for use in your profiles and marketing materials. Or, just select a highlight colour, and save the 6 digit hex code (looks like this: #3E6AA7).

- [ ] 11. **Collect testimonials** onto a page on your website
  Make a page at yourname.com/testimonials and put all your existing testimonials there. Go to testimonials101.com if you need more.

- [ ] 12. **Collect logos** of your clients to demonstrate your credibility
  Google the names of all your notable clients, and save the images of their logos all in one folder. Upload them to Canva, and you can make a wide, short, greyscale image with all the logos, and use this on your homepage and in your marketing materials.

- [ ] 13. **Write a good CTA** for newsletter subscription
  Encourage people to sign up for your email newsletter. Instead of 'Subscribe to stay in touch,' try 'X TOPIC Hacks: A Solid Cheat Sheet for OUTCOME' (replace text in caps)

- [ ] 14. **Create a story** or case study about your customer
  Tell a story about how you helped a client overcome a typical problem. Dive into the details. Document everything if you can, in a written case study, to be used in your marketing.

- [ ] 15. **Join FB groups** and forums where you can find customers
  Wherever your customers congregate online, you should be there, too. You can listen to how they phrase their problems, and you will be available when they are looking for solutions.

- [ ] 16. **Set a Google alert** for your name
  Anytime your name pops up on the Internet, get a notification emailed to you by going to google.com/alerts.

ADVANCED

17. **Set up name@yourname.com as your email address**

    In addition to setting up the domain, you will also need hosting for your email address. Here is a step-by-step tutorial: https://digital.com/blog/create-email-using-gmail/

18. **Collect all your social links** on about.me

    Register for a free account on about.me and add links to all of your social media profiles.

19. **Design cover photos** for social profiles

    Go to canva.com and use a good image for your brand for a Facebook Cover photo, and then use Magic Resize to create custom cover images for all other accounts. Download to your computer, and upload to your social media profiles.

20. **Create a Lead Magnet** that solves a problem your customer faces

    Make a free PDF, an email course, or an exclusive video - create an opt-in incentive that is so good, it will turn a reader into a subscriber.

21. **Write a conversion-focused CTA** for your lead magnet, like in these formulas:

    Free LEADMAGNET: Get OUTCOME in TIME (or) Download this free FORMAT and turn your TOPIC around in TIMEPERIOD

22. **Create a Signature Offer** that solves many problems for your customer

    Ask your target market about the top 3 problems they face, and use their language in the title of your Signature Offer. Promote this anytime you speak or publish in public.

23. **Define a Customer Avatar** who can become the object of your affections

    Articulate their typical demographics, common objections, and buying triggers in this workbook: https://docs.google.com/document/d/1YpxAQ_QvkVxzLVZjXnGJhXSGywoss5pa3ExQWIcFH28/edit

24. **Record a Welcome video** for your website

    Make a video introducing yourself to the visitors to your website. Talk about the problems you solve, the mission you serve, and how you want to change the world for the better.

How do you set up all of this tech?

Let's face it, managing the marketing technology can be a headache. All you want to do is communicate with your audience, and share your value, so they will come to you ready to buy.

However, you spend so much time wrestling with your email newsletter provider, trying to get it to do something simple, that it can waste half a day, and deplete the creative energy you need for actually showing up for your customers.

You want to be sure that the time you spend marketing yourself is profitable, and not a waste of time.

Spend 3 months with me, and I'll make sure every hour you spend marketing yourself in the future is more effective and worthwhile.

To elevate your Platform, focus on your Cornerstones.

Strategy	Systems
Say	Sell
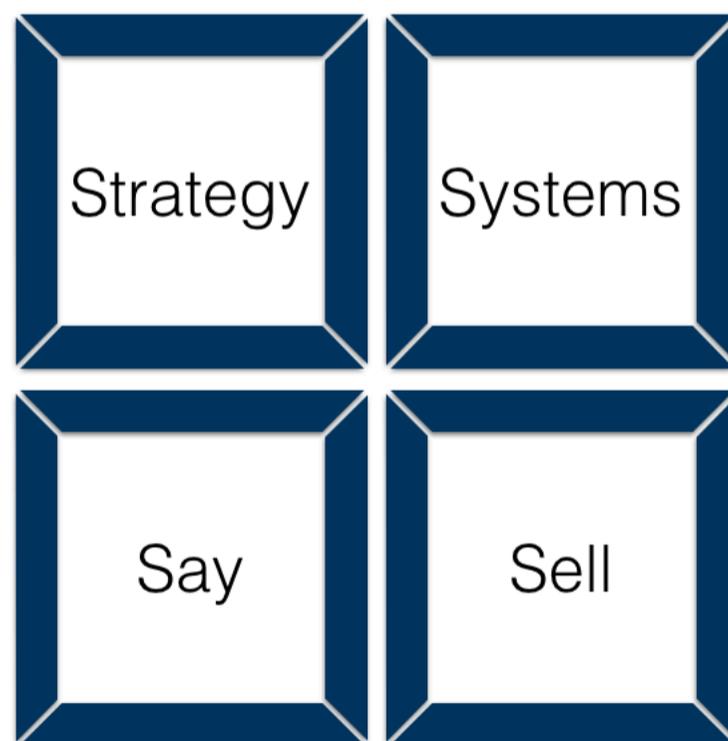
Every Platform has 4 Cornerstones. If one of your Cornerstones is weak, you will always be leaning in the direction of that Cornerstone, and it will continually drain your attention, and keep you from focusing on the work you *really* want to be doing.

What is a Platform?

A Platform is a collection of ideas and offerings delivered by a single person.

There are 4 levels of platforms: the Soapbox, the Showroom, the Stage, and the Stadium.

Platform Level	Reach	Cornerstone	Focus
Stadium	15,000	Strategy	Relationships
Stage	1,500	Systems	Automation
Showroom	150	Selling	Offers
Soapbox	15	Saying	Message

A **Soapbox** is available to anyone who has something to Say, but that can just be a hobby. It doesn't become a business until you have something to Sell, and that's a Showroom.

Unlike a Soapbox, where you can only keep the attention of 10-15 people at a time, in a **Showroom**, you can work with 100-150 people, communicating about the things you have to sell.

But a Showroom has a ceiling, and if you want to leverage your time, you need to elevate to a **Stage**. When your platform is a Stage, that's when you can simply show up in front of a good audience of 1000-1500 people, and share good ideas, and your systems will sell for you, automatically.

By the time you get to a **Stadium**, when you can reach 10-15,000 people at a time, you need to pay much more attention to your Strategy. The places where you go, and the places you do *not* go, become much more important.

My 3-month Coaching Program is designed for people who are making the transition from the **Showroom to the Stage**. The workbooks and templates I provide through the 6-session program will guide you through creating the evergreen lead generation systems that will nurture and convert your audience, without your active involvement.

Who Is This Coaching Program For?

- Entrepreneurs who don't have a marketing department
- Solopreneurs who don't want to sell, but sales don't happen without you doing it
- Consultants with too few clients and too much value to give
- Freelancers who feel like the 'best kept secret'
- Thought leaders who want to build their audience and expand their reach
- Content creators who love to write or design or make, but don't like to sell

Real Life Story:

"This program has massively changed my business. I find that it's all too easy to put aside the crappy work, but it's easy to get it done with other people. Each session Caelan had a workbook, or a spreadsheet, or a template that helped me do the challenging foundational work that nobody else can do but me, and now, I have a stream of new clients coming to me because of what I've accomplished in this program."

- Erin Donley

This Program Can Help You:

- Effectively communicate your IP to your audience
- Create simple scripts for effective sales conversations
- Develop targeted top-of-funnel lead magnets that build your list
- Research your competition to find out what's working for others
- Optimize your main sales or landing page to maximize conversions
- Plan out the entire journey of your avatar from stranger to customer
- Nurture your newest subscribers through an onboarding sequence that sells

About Caelan Huntress

I help entrepreneurs make more money in less time by setting up smart marketing systems.

As a speaker, trainer, and author, I always think about attention. I started my career as an acrobat in the circus juggling flaming torches, so gaining and maintaining attention is how I ply my trade.

My **keynote topics** include marketing, sales, accessibility, and digital technology. In addition to my **training programs**, I offer 3-month **coaching packages**, as well as ongoing consulting packages for a select number of clients each year.

You can read my case studies at ***https://stellarplatforms.com/case-studies/***, find my writing at ***https://caelanhuntress.com/,*** or follow me on social media at:
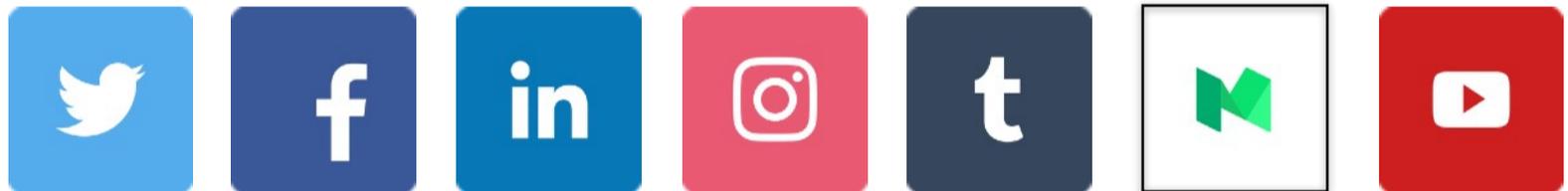
To apply for a free, no-obligation discovery call,

go to ***CaelanHuntress.com/Coaching***

Review some of my Branding Case Studies :

https://CaelanHuntress.com/Masterclass/Branding/