



## Personal Branding Framework

*Five Steps to Success*

### Step One: Answer these questions to help set up your positioning/platform

1. What is your expertise? What are you known for?
2. What unique skills do you possess?
3. What are you passionate about? What puts a fire in your belly? If money were no object what would you be doing? What impact do you want to have in the world?
4. How would your colleagues describe your personal brand attributes? Is it congruent with what you know/think of yourself? If not, what can you do to close the gap?
5. What would moving from unknown to known do for you or your business?

### Step Two: Determine your positioning.

Positioning is about defining who you are, what you do, and why you matter. It's about carving out a unique niche in your industry or field or expertise or passion play and positioning yourself as authority in that area.

1. If you were to write a book, what would that book be about?

*Based on this response you will determine what's important to you. It may have nothing to do with your business and that's ok. It helps you hone in on your passions.*

2. Who would the audience be for the book? Be specific.
3. What would the description be on the back cover of the book? Grab a book and look at the example. Imagine that's your book. What would yours look like?

Finally, complete this sentence:

I will use my [BOOK/CONTENT] by teaching my audience (THEME OF CONTENT) which will lead me to my goal of [SEE ANSWER TO QUESTION #5]

### **Step Three: Plan your content:**

We strongly recommend video since it's the most authentic medium and is the most sharable content on social media.

Back to the book idea:

Break your content into 12 themes or chapters. This also represents the 12 months of the year. Further break it down to the specific topics you would record during each month for example:

Main Topic is Leadership

Specific topics are:

1. Leading with passion
2. Servant leadership
3. Being tough but fair
4. Developing leaders

That's 4 videos per month or 48 per year. Imagine the impact you can have with that volume of content.

### **Step Four: Record Your content**

1. Use Zoom or your mobile phone to record
2. Make sure the light and sound are good
3. Do not read from a script
4. Plan one or two ideas to share for each video
5. Maximum two min long
6. Ideally, share a story that makes your key point(s)

### **Step Five: Get it out on social media**

1. If you are not comfortable with the medium – You can learn anything on YouTube
2. Post at a minimum once per week
3. Make sure you engage with your connections regularly

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If you need any help we are just an email away...

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