

FROM KEEN...TO SCREEN

1. CREATE CONNECTION USING THE 5CS OF PERSONAL BRANDING

COMPETENCE



- Educate
- Position

CONNECTION



- Relatability
- Solution Messaging

COURAGE



- Authenticity
- Transparency

CHARACTER



- Be Yourself
- Values & Social Position

CREDIBILITY



- Social Proof
- Celebrate the wins

2. OUTLINE THE CLIENT JOURNEY

KNOW



Highlight key foundational traits



Personal Branding (the 5Cs)



Create a connection

LIKE



Create similar and consistent outcomes



Build up a reputation for offering valuable output

TRUST



Thought to be an expert by your audience



Established reputation

3. FINALIZE YOUR APPROACH

EDUCATE



- Tips & Tricks
- How-tos
- Behind the scenes
- Myth busting
- Testimonials
- Industry News

ENLIGHTEN



- Brand Story
- Emotional Quotes
- Behind the scenes
- Testimonials
- Personal Stories/Background

ENTERTAIN

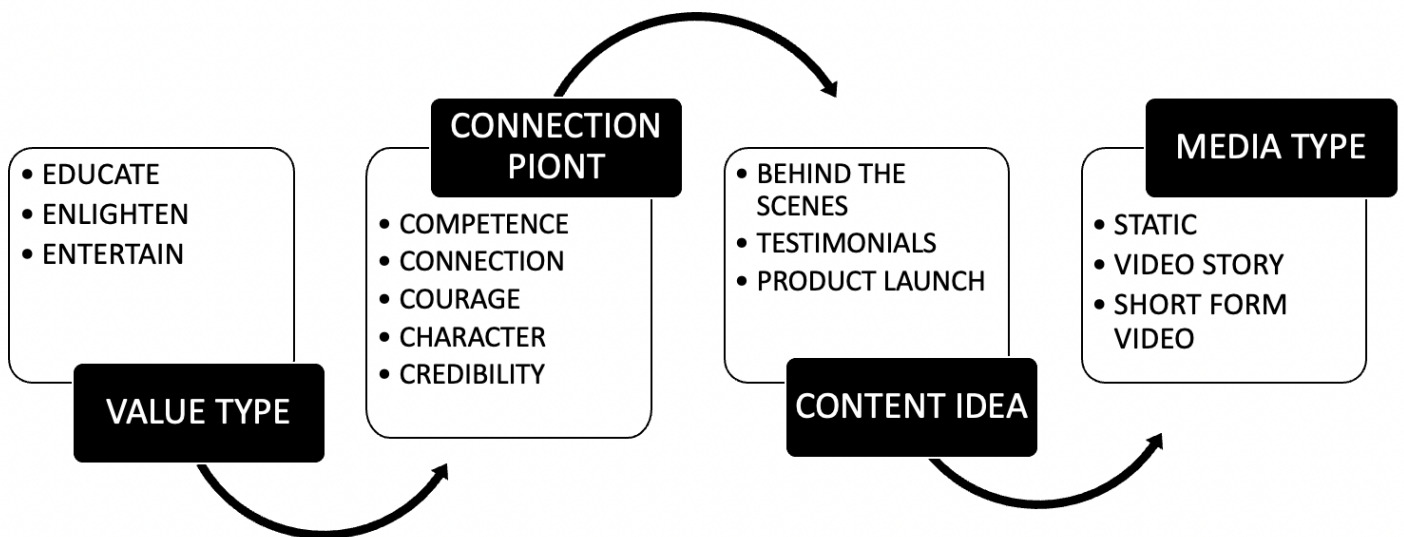


- Memes + Funny Quotes
- Behind the scenes bloopers
- Dispelling common misconceptions
- Share a different way to interact with your product/service



FROM KEEN...TO SCREEN!

IDEA GENERATION



HOW TO PULL IT ALL TOGETHER:

1. **DECIDE WHAT TYPE OF VALUE YOU WANT TO OFFER**
2. **PICK ONE OR TWO CONNECTION POINTS TO INFUSE INTO YOUR MESSAGE**
3. **DETERMINE THE TYPE OF CONTENT YOU WANT TO MAKE TO BEST EMPHASIZE YOUR POINT(S)**
4. **CHOOSE THE RIGHT MEDIA FOR MAXIMUM IMPACT!**

