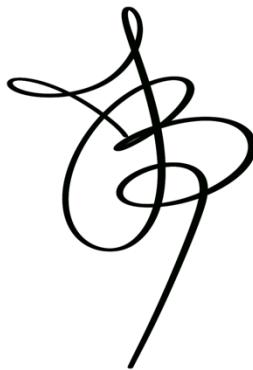


Personal Branding & Marketing Strategy

Template and Workbook

This handy workbook will help codify all the elements of your public image, marketing efforts, and digital presence. Having this information thoroughly detailed in one location ensures your image and messaging is consistent.



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EXECUTIVE SUMMARY

(Brief Description of your work. Who are you and what do you do?)

Background (What have you done to get where you are? What is unique?)

Mission (core purpose and beliefs, this is your “why”)

Vision (goals for the future, looking forward, use SMART goals)



PROFESSIONAL SUMMARY

Details about your current roles and activities. What are you doing now?

Connections & Audience (Who do you work with? Who sees your work?)



BRAND IDENTITY

Name (Official brand name. Your name? Studio name? Musical identifiers?)

Logos (Primary public image, other than headshots.)

Colors (make them cohesive, each has a personality, use coolors.co)



Fonts (reflect your personality, think versatility and formality, use FontJoy.com)

Verbiage (how to refer to yourself professionally: point of view, titles)



SITUATIONAL/COMPARATIVE ANALYSIS

Current Professional Situation (jobs, income streams, genres/styles, etc.)

Desired Professional Situation (What is the dream?)



Comparative Analysis (Who are your competitors? How do they compare?)

Strategic Plan (What steps do you need to take to get where you want?)



SWOT ANALYSIS

Internal Factors

| Strengths (+) | Weaknesses (-) |
|-------------------|----------------|
| Tangible | Tangible |
| Intangible | Intangible |
| External Factors | |
| Opportunities (+) | Threats (-) |
| | |



MARKETING STRATEGIES

Placement Strategy (What is your product? How is it delivered to consumers? How can you change/improve that product or delivery?)

Promotional Strategy (What tools will you use to publicize your product and how will you use each tool? Be specific.)



MEASURING STRATEGY

Justification and Methods (What do you hope to learn from measuring? What metrics will you use to determine the success of the marketing strategy?)

Monitoring and Calibration (once you have the measuring results, how will you use that information to adjust the strategies to be more effective?)



TIMELINE

A month-by-month plan of action including specific marketing tasks, measuring data collection/evaluation, social media plan, material creation plan, etc.

