

A Guide To
**DEBUTING
YOUR
BRAND**

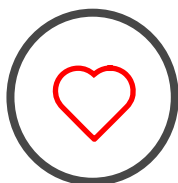


A Change Agency

01

FIND OUT WHAT MAKES YOU UNIQUE

The graphic below represents the three key areas that make up a strong personal brand.



PASSION

*From Deep and Meaningful
to Simple Preferences*



EXPERTISE

*The Specific Knowledge
You Have*



EXPERIENCE

*The Life Events That
Have Shaped You*



PASSION

- If you had to live on an island with only three personal items, what would you take?
- What do you always have on hand, in a backpack or a carry-on when you travel?
- Describe a perfect day. What do you do? Where do you go? What do you eat? What music do you listen to?
- What injustice in this world really gets you fired up?
- If you had to dedicate your life to solving one problem, what would it be?
- What do you do in your free time? As a child, what did you do in your free time?
- Think about a favorite book you've read, movie you've seen, or song you listen to on repeat. What is it about it that you love?
- If you didn't play football, what career would you pursue?
- What would you love to do in your retirement years?



EXPERTISE

The Specific Knowledge You Have

- What was your favorite subject or class as a young child? in high school? in college? What was it about those that you enjoyed?
- If you were to speak before a group of middle schoolers, what would you share with them?
- If you were to continue on with your education, what degree would you pursue?
- Check out a site like [udemy.com](https://www.udemy.com). Scroll through the over 100,000 courses. What courses interest you? What courses could you teach?
- Besides sports, what have you always been recognized as being good at?
- What achievements in your life are you most proud of?



EXPERIENCE

The Life Events That Have Shaped You

- Draw a timeline of your life. What key events stand out?
- What difficult situations have you lived through? What did they teach you?
- What positive situations have you experienced? How have those shaped you?
- What 3 people in your life have had the most impact on who you have become?
- What is the most unusual aspect of your childhood?
- What challenging parts of your life are hard to share? Could you help others in the same situation?
- What are you most grateful for in your life?



A Change Agency

02

LAUNCHING YOUR BRAND

BRAND CHECKLIST

These items will give you a solid foundation for building a powerful brand.

- ☐ **Obtain the URL (website address) of your name and other related URLs.**

A tool like GoDaddy.com is a simple place to search for these and other related URLs and also register them. Be sure to set them up on auto-renew so you won't lose them.
- ☐ **Build a simple website or landing page at that URL.**

Consider setting up an email sign-up and/or text number collection for those who visit. These lists give you a direct connection to your audience for now and years to come.
- ☐ **Create a logo mark of your initials or name that you can consistently use throughout your site, social, etc.**
- ☐ **Be sure to have social accounts secured on all major platforms.**
- ☐ **On each social account, add professional headers and graphics to tie in to your site and overall brand look.**
- ☐ **Have a plan for consistent social content.**

If you don't love keeping up with this personally, you will need help. And even if you do, someone who can assist will keep things fresh even when you are focused elsewhere.



A Change Agency

03

W.I.N. WHAT'S IMPORTANT NOW

Deciding where to put your effort now

01 **Make a list of all the important items you need to get done.**

02 **Beside each one, rank it 1-5 based on how important it is, meaning is it critical to complete?**

1 - Not really important.
5 - Extremely important.

03 **Go back through the list again and put another rank beside each one. Rank it 1-5 based on how urgent it is. Does it require immediate attention?**

1 - Could be done at anytime. Not critical to complete now.
5 - Must be addressed immediately.

04 **Highlight every item that has a 4 or 5 beside it. These are your urgent and/or important items to tackle first. The other items can be tackled later.**

05 **Finally, go through the list and circle all of the items that you personally must handle. Then put a star beside those that you can delegate to others.**

Use these steps to create your master list on the next page. >>

[illegible]

Whether you're selling a product or providing education to children in need, you're telling a story about your brand and how the target audience fits into the narrative. Understanding the unique story you have to tell and how you will reach and engage your audience with it is crucial to an effective personal brand strategy.

HOW PARTNERING WITH 5BY5 WILL HELP YOU GET RESULTS

At 5by5, we know even the clearest message cannot win if it never reaches an audience. At the same time, a large advertising budget can get a brand in front of a lot of eyeballs, but without a clear message, it is wasted money. To get true results, you need both: a clear message and an effective strategy for reaching your audience. Our team has developed an acute expertise for creating verbal and visual brand strategies that leverage personal passion and influence as valuable tools in achieving message clarity and audience reach. Our marketing strategists are skilled in pinpointing and reaching the right target audiences, building trust and relationships through campaigns that prompt action and advocacy.

We believe clear plans win, research is power, execution is everything, effective creative moves and ultimately, *clarity x reach = results.*



5by5agency.com



info@5by5agency.com



615.595.6391

