

## Putting Your Brand into Action

### 1. What are all the qualities, skill sets, and competencies I want to be known for?

## Scaling Your Brand: Content Planner

As a professional, it's important to take control and full ownership of your online presence and effectively leverage platforms to expand your exposure. And when it comes to online brand, content is the currency.

Schedule time each week in your calendar to post something. Make posting the objective, not reach, engagement or success of the post. It's all about consistency, and unless you schedule it, it's too easy to put it off. Consistency pays.

## Different Post Formats

### 1. Standard options

#### Repost

Share someone else's post and offer a commentary that highlights your brand to reinforce your credibility and subject-matter expertise.

#### Curate

Share relevant articles, podcast links, or videos related to your areas of interest, accompanied by a short commentary.

#### Share Recognition

Feel free to share awards and recognition. Make it of value to your audience and share an insight they could take, a value-add or a lesson.

## 2. Original content

### Image Post

Create a simple quote, checklist, or something of value and share it with accompanying text to offer detail or context.

### Text-Only Post

Keep it actionable or value oriented, break up your text with short sentences and spacing, and keep your audience in mind.

### Article

Establish subject-matter expertise and build credibility through an industry update or sharing career-related observations.

### Video Content

Tap into an unparalleled opportunity to connect and powerfully reinforce your personal brand through video.

## 3. Other ways to engage

### Commenting

Cultivate your community by commenting on other people's posts. Share gratitude, what resonated, or add your two cents.

These are all valuable ways to start to build thought leadership and reinforce the areas you want associated with your reputation.

# Accelerating Your Career with Personal Branding

with Shadé Zahrai



## Example Content Planner: *Four-Week Sprint*

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1	<b>Curate:</b> Share industry- related article with commentary.		<b>Video content:</b> Share prepared video along with description.		<b>Article:</b> Post industry trends article written on Sunday during planning.		<i>Week 1 review + Week 2 planning</i>  <i>Video production, editing of content, and draft copy</i>
Week 2	<b>Text-only post:</b> Share a post with one key message for the week ahead.		<b>Repost:</b> Share someone else's posts and offer commentary.		<b>Image post:</b> Share productivity checklist image.		<i>Week 2 review + Week 3 planning</i>  <i>Video production, editing of content, and draft copy</i>
Week 3	<b>Video content:</b> Share prepared video along with description.		<b>Curate:</b> Share professional-development podcast with commentary.		<b>Text-only post:</b> Share a post with a provocative message.		<i>Week 3 review + Week 4 planning.</i>  <i>Video production, editing of content, and draft copy.</i>
Week 4	<b>Article:</b> Post design thinking article written on Sunday during planning.		<b>Text-only post:</b> Share a post with one key message for the week ahead.		<b>Curate:</b> Share article with commentary.		<i>Week 4 review + Celebrate end of 4- week sprint!</i>  <i>Prepare new calendar and plan content.</i>

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## Your Template

### Four-Week LinkedIn Content Planner

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1							
Week 2							
Week 3							
Week 4							