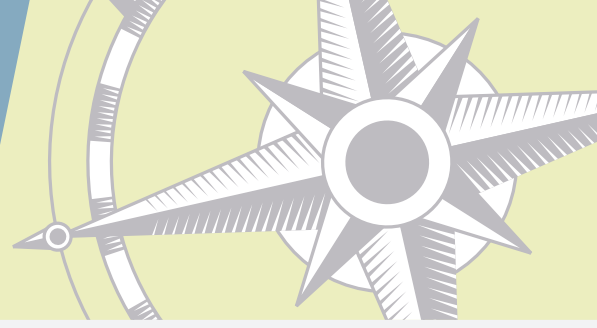


# 30 Day Brand Strategy

BREAKTHRU BRANDING™



Week  
01

- What do I believe comes to mind when people hear my name?
- What do I WANT to come to mind when people hear my name?

Week  
02

- What did I do to build my personal brand last week?
- What relationships do I need to invest in this week? (Direct/ Indirect reports, peers/colleagues, senior leaders, other)

Week  
03

- What is one thing I can do to raise my visibility this week?
- Does my LinkedIn and/or company profile reflect the brand I want? Is it future focused?

Week  
04

- What did I do to build my personal brand last week?
- What relationships do I need to invest in this week? (Direct/ Indirect reports, peers/colleagues, senior leaders, other)

Day 31:

Make it a habit to ask yourself at the beginning of each month, what have I done recently to invest in building my brand? What relationships need attention so I am ready for future opportunities?