



# Investing in Your Brand: Action Steps & Planner

## Recap of Investing in Your Brand: How to Build Influence and Advance Your Career

Your brand is more than a resume—it's the story you tell, the connections you nurture, and the influence you build. In our *Investing in Your Brand* session, we explored how authenticity, networking, mentorship, and a strong digital presence can elevate your career. Key takeaways included crafting an authentic brand story, leveraging LinkedIn, highlighting transferable skills, and aligning your career with purpose. Remember—your personal brand is your career currency. The more you invest in it, the more opportunities you create for growth.

**Investing in Your Brand: Action Steps & Planner**  
Marchan Group | Business Strategy for Entrepreneurs  
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*Take control of your career growth and build an authentic personal brand.*

## Section 1: Personal Brand Assessment

**Goal:** Understand your current brand positioning.

Area	Current Status	Notes/Action Steps
LinkedIn Profile		Headshot, headline, summary
Resume / CV		Top achievements, quantified results
Online Presence		Website, portfolio, social media
Personal Story		Authentic messaging, unique “why?”
Brand Equity		Awareness, trust, loyalty, influence

**Why it matters:** Knowing where you stand allows you to focus your efforts where they will have the most impact.

## Section 2: Networking & Mentorship Planner

**Goal:** Expand your influence and support system.

- 1. Professional Associations / Groups to Join**
  - List 3–5 relevant organizations
  - Set a timeline for engagement
- 2. Mentorship Connections**
  - Identify potential mentors (alumni, colleagues, industry leaders)
  - Plan outreach: LinkedIn message or coffee chat
- 3. Networking Goals**
  - Number of new contacts per month
  - Events to attend
  - Follow-ups and check-ins

**Why it matters:** Building relationships and learning from others accelerates growth faster than going it alone.

## Section 3: Career & Skills Audit

**Goal:** Identify gaps and strengths in your professional portfolio.

Skill / Experience	Current Level	Action Plan
Leadership		Take a course, seek project leadership
Communication		Public speaking, presentations
Technical / Industry Skills		Certification, workshops
Transferable Skills		List and quantify
Achievements		Quantify results, track metrics

**Why it matters:** Self-awareness of your skills, strengths, and gaps allows for strategic career moves.

## Section 4: Brand Story & Elevator Pitch

**Goal:** Craft a compelling and authentic personal narrative.

1. **Hook:** Why do you do what you do?
2. **Story:** What sets you apart?
3. **Proof / Achievements:** Quantifiable results or examples
4. **CTA / Ask:** What do you want from the listener?

**Exercise:** Draft a 30-second and 60-second version of your elevator pitch.

**Why it matters:** An authentic story makes you memorable and positions you as an expert in your field.

## Section 5: LinkedIn Optimization Checklist

- ☒ Professional headshot
- ☒ Creative headline that highlights expertise
- ☒ SEO-optimized summary and “About Me” section
- ☒ Skills and endorsements updated
- ☒ Join relevant groups and contribute regularly
- ☒ Share thought leadership posts weekly

**Why it matters:** LinkedIn is your digital storefront — make it work for you.

## Section 6: Action Planner & Timeline

**Goal:** Take immediate steps toward building your brand.

Action	Deadline	Notes / Follow-up
Update LinkedIn profile		
Schedule networking meeting		
Draft elevator pitch		
Join 1 professional group		
Identify 3 mentorship opportunities		

**Why it matters:** Concrete deadlines and tracking progress create accountability and accelerate results.

**Ready to take the next step in building your personal brand?**



Calendly Scheduler QR Code

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