

# Social Media for Personal Brand — Workbook

This workbook turns the course into the real decisions, calendars, and checklists you will use to build a personal brand that opens doors. Each section maps to a course module: setting your strategy and positioning, building a profile that converts, running a repeatable content engine, and turning followers into opportunities. Work through it in order on the one platform you chose, fill in the included templates with your real positioning, real post ideas, and real numbers, and do not skip the platform-choice and positioning steps. There are no shortcuts to consistency, but there is a system, and committing to one platform and one clear angle is a successful outcome, not a limitation.

## Strategy First: Positioning, Platform, and the Goal Behind the Brand

Commit to one goal, one platform, and one positioning statement so every later decision has a clear north star.

### Exercise: Name the Door You Want to Open

Before any tactics, get specific about the outcome. Write a real, concrete answer for each prompt. Vague goals like grow my audience produce vague brands, so push yourself to name the exact person and exact opportunity.

- In twelve months, what specific opportunity do you want a stranger to contact you about (a role, freelance work, clients, collaborations, speaking)?

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- Who exactly is that person (their job, industry, or situation)?

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- Why would your knowledge or experience be genuinely useful to them?

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- Finish the sentence: my brand will have worked if [specific person] reliably contacts me about [specific opportunity].

### Worksheet: One-Platform Decision Matrix

Score Instagram, LinkedIn, and TikTok against where your audience is and which format you can sustain. Be honest about what you can actually produce weekly, then commit to one platform for the next 90 days.

My target audience and goal in one line

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LinkedIn: is my audience here, and can I write 1-2 posts a week? (rate 1-5)

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Instagram: is my audience here, and can I produce Reels or carousels? (rate 1-5)

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TikTok: is my audience here, and can I produce short video? (rate 1-5)

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Format I can produce best and most consistently (writing, image, or video)

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Chosen platform for the next 90 days

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One sentence on why this platform fits my audience and format

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### Worksheet: Your Positioning Statement

Fill the four blanks of the positioning formula, then run it through the three checks. Rewrite until a stranger could repeat it, it says something most people in your niche would not, and you could post about it 200 times. Course example: I help first-time founders write emails that actually get opened, by breaking down real campaigns line by line.

Specific audience (who exactly you help)

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Specific outcome (what you help them do)

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Your method or content angle (how you do it)

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Bigger payoff (so they can...)

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Final positioning statement in one sentence

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Clarity check passed? Differentiation check passed? Endurance check passed? (Y/N each)

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### Checklist: Ready to Build Checklist

- I have named one specific opportunity and one specific person, not everyone.
- I have committed to ONE platform for the next 90 days.
- I have a positioning statement that passes the clarity, differentiation, and endurance checks.
- My positioning is specific enough that the wrong person would scroll past it.
- I have written my platform and positioning somewhere I will see them while I work.

## The Profile That Converts Visitors Into Followers

Rebuild the profile, visual identity, and content pillars so a curious visitor becomes a follower in seconds.

### Worksheet: Profile Rewrite Worksheet

Rewrite every element a visitor sees first, in priority order. A stranger should be able to answer what you do, who it is for, and why to trust you within five seconds of landing on your profile.

Name as it appears (real name, consistent across platforms)

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Headline or first bio line (positioning + keywords)

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Credibility or personality line (why trust you)

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Clear next step / single link (portfolio, newsletter, booking, services)

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Profile photo plan (clear, well-lit, face fills the frame, used everywhere)

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Five-second test: does my profile answer what, who, and why? (Y/N)

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### Exercise: Build Your Mini Brand Kit

Spend 30 minutes in Canva creating a reusable visual system. Consistency beats artistry, so the goal is a look you can reproduce in seconds, not a masterpiece. Record your choices so they never drift.

- Choose 2-3 colours (one dominant, one accent, one neutral) and write their hex codes.
  - Choose 1-2 fonts (one headline, one body) and name them.
  - Create three reusable Canva templates: a quote post, a list or carousel cover, and a teaching slide.
  - Save everything as a folder or Canva brand kit so it is one click away for every future post.
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### Worksheet: Content Pillars and Idea Bank

Define the 3-5 themes that will guide every post, then brainstorm five specific ideas under each. This single page is the raw material for your batching sessions, so make the ideas concrete, not categories.

Pillar 1 (e.g. educational) + five specific post ideas

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Pillar 2 (e.g. personal story) + five specific post ideas

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Pillar 3 (e.g. opinion / point of view) + five specific post ideas

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Pillar 4 (e.g. behind-the-scenes) + five specific post ideas

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Pillar 5 (optional, e.g. proof / results) + five specific post ideas

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### Checklist: Profile and Plan Ready Checklist

- My bio leads with my positioning and gives a reason to follow.
- I have one clear next step or link, not five competing ones.
- I have a consistent profile photo and a saved colour and font set.
- I have built at least three reusable Canva templates.
- I have 3-5 pillars with at least 15-20 specific post ideas captured.

## Content That Gets Seen: Formats, Hooks, and a Repeatable System

Stand up a content engine: format-fit posts, scroll-stopping hooks, and a two-hour weekly batching routine.

### Exercise: Write Three Hooks for Three Ideas

Pull three ideas from your idea bank. For each, write three different opening lines using the hook patterns, then circle the strongest. The hook is roughly 80 percent of the result, so spend real time here.

- Idea 1: write a contrarian-take hook, a specific-number hook, and a result-and-timeframe hook.
  - Idea 2: write a callout hook, an open-loop hook, and a specific-number hook.
  - Idea 3: write three hooks in any pattern, then circle your favourite of all nine.
  - Note which hook pattern feels most natural in your voice; make it your default opener.
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## Worksheet: Two-Hour Batching Session Plan

Plan and run one batching session that produces a full week of content. Fill this in before you start so the session is execution, not decision-making. Time-box each phase and keep moving.  
This week's 3-4 posts (which pillar each one belongs to)

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The hook for each post

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Caption or script drafts written in one sitting (Y/N)

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Visuals built from templates or videos filmed back to back (Y/N)

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Scheduling tool used (Buffer, Later, Meta Business Suite, TikTok scheduler)

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Post days and times scheduled for the week

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## Checklist: Algorithm-Smart Posting Checklist

- Each post leads with a hook in the first line or first second.
- The format fits the platform (Reels/carousels on IG, text/docs on LinkedIn, short video on TikTok).
- I used 3-5 specific, niche hashtags (or 1-2 on TikTok), not a generic wall of tags.
- I planned to reply to every comment in the first hour.
- I planned 10-15 minutes engaging with others in my niche the same day.
- At least one post this week is a save-worthy checklist, framework, or resource.

## From Followers to Opportunities: Analytics, Conversion, and Staying Consistent

Close the loop: read your analytics, build a conversion path to real opportunities, and lock in a system that outlasts motivation.

## Worksheet: Monthly Analytics Review

Once a month, open your native analytics, sort by reach and by saves, and identify your top three and bottom three posts. The goal is one clear lesson you can act on, not a spreadsheet you never read.  
Top 3 posts this month (topic + format + reach + saves)

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Bottom 3 posts this month (topic + format + reach)

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The pattern: what did my best posts have in common?

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Best-performing format to make more of

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Weakest format to cut or fix

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One specific change for next month's batch

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## Worksheet: Conversion Path Designer

Design the deliberate path from a post to a real opportunity. Followers are not the goal; DMs, calls, and offers are. Make the next step obvious and low-friction, and decide how you will nurture the conversation privately. My one conversion goal for the next 90 days (interviews, clients, subscribers, collaborations)

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The single link in my profile that supports that goal

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How I will signal availability without being constant

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My soft call to action (e.g. DM me the word audit) for occasional posts

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What I will say when someone replies or messages (genuine first response)

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## Exercise: Plan for the Dip

Reach is not linear, and flat weeks are normal, not failure. Decide your recovery rules now, while motivated, so a bad week does not end your brand. Write rules you will actually follow.

- What is my fixed weekly batching slot (day and time)?

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- Where will I capture new post ideas the moment they occur?

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- How many weeks of scheduled posts will I keep as a buffer?

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- My recovery rule: when a post flops, I will analyse it once, learn one thing, and \_\_\_\_\_.

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## Checklist: Consistency System Live Checklist

- I have a recurring batching slot in my calendar.
- I have an idea bank I can add to from my phone.
- I am running a 1-2 week buffer of scheduled posts.
- I have a monthly analytics review reminder set.
- My profile link and calls to action all point at one conversion goal.
- I have written recovery rules for low-reach weeks.

## Your Action Plan

1. Week 1: Name your one opportunity and audience, choose ONE platform, and write a positioning statement that passes all three checks.
2. Week 1: Rewrite your profile (name, headline, bio, single link) so a stranger gets what, who, and why in five seconds.
3. Week 2: Build your mini brand kit in Canva (colours, fonts, three reusable templates) and a consistent profile photo.
4. Week 2: Define 3-5 content pillars and brainstorm 15-20 specific post ideas into an idea bank.
5. Week 3: Write three hooks for three ideas, pick your default hook style, and run your first two-hour batching session.
6. Week 3: Schedule 3-4 posts for the week and commit to first-hour comment replies plus 10-15 minutes of outward engagement per post.
7. Weeks 4-8: Keep batching weekly, build a 1-2 week buffer, and run your first monthly analytics review to find your best format.
8. Weeks 4-8: Add a clear conversion path (one link, occasional soft call to action) pointed at your single 90-day goal.

9. Weeks 8-12: Double down on your best-performing pillar and format, repurpose top posts into new formats, and respond to your first real opportunities in the DMs.
10. Ongoing: Protect your batching slot, feed the idea bank, follow your recovery rules on flat weeks, and review analytics monthly.











