CHAPTER 11 EXERCISE

Your Personal Brand Plan

This exercise produces a complete personal brand plan covering archetype, platforms, pillars, credibility stack, and a five-year milestone map. It is one of the most important exercises in the book because it is the strategic foundation that makes everything in your personal brand deliberate rather than reactive.

Identify your primary and secondary founder archetypes. For each one, write two sentences explaining why it is accurate and how it will shape your content and platform decisions.

Choose your primary platform and explain the decision using the three criteria from Chapter 2: where your audience is, which format matches your natural communication style, and what the organic reach potential is. Then choose your secondary platform and explain how it complements rather than duplicates the primary.

Define your three to five content pillars. For each one, apply the three filters: specificity of your knowledge, relevance to your target audience, and sustainability of your interest. Apply the two-hour depth test. Label one as primary and the rest as secondary.

Map your current credibility stack. List what exists at each layer: body of content, community recognition, media and publication, speaking and events, formal recognition. Then identify the single highest-leverage action you can take in the next ninety days to build the next layer.

Write your five-year authority vision. Where do you want your personal brand to be in five years? What are you known for? Who is seeking your opinion? What doors has the brand opened? Be specific and ambitious.

Using the milestone framework from this chapter, identify which milestone you are currently at and write the three most important actions that will move you to the next one.