

# BUZZ

CHECKLIST

VOL. 3



## HOW TO CULTIVATE YOUR PERSONAL BRAND BUZZ

A guide on generating  
buzz through keyword  
optimization

## **How To Cultivate Personal Brand Buzz eChecklist**

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**First Edition**



CHECKLIST

# PERSONAL BRAND BUZZ



## SELF SEARCH

- ☐ Google your name
- ☐ List the first 10 results



## CONTENT INVENTORY

- ☐ Catalog all types of online content
- ☐ Log the sentiment of your audience



## KEYWORD DISCOVERY

- ☐ List search terms for your business/expertise
- ☐ List the search volume and competition
- ☐ List long-tail keywords and search volume
- ☐ List top “People Also Ask” questions for each keyword
- ☐ List the top competitors that answer each question

# COMPLETE THE SERIES



## CRAFT YOUR PERSONAL BRAND STORY

Unlock the secrets of authentic storytelling to shape your personal brand. Embark on a journey of self-discovery and image-building.

**Buy Now!**



## CURATE YOUR PERSONAL BRAND PORTFOLIO

Discover how the curation of your media portfolio, from portraits to candid images, can effectively promote your personal brand.

**Buy Now!**

