

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



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.

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CURATE YOUR PERSONAL BRAND PORTFOLIO

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

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