

BUZZ

WORKBOOK

VOL. 3



HOW TO CULTIVATE YOUR PERSONAL BRAND BUZZ

A guide on generating
buzz through keyword
optimization

How To Cultivate Personal Brand Buzz eWorkbook

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First Edition

HARNESSING THE POWER OF SEO.



Creating a unique online presence is essential, especially for entrepreneurs, tastemakers, and influencers. This workbook provides a comprehensive guide to optimizing your personal brand for search engines. It covers the fundamentals of SEO and advanced strategies, guiding you through the process.

TABLE OF CONTENTS

04 SELF SEARCH

Discover your current Google profile status and visibility.

06 CONTENT INVENTORY

Analyze how your content reinforces your personal brand identity effectively.

08 SENTIMENT

Determine audience sentiment through reviews and social media engagement.

10 KEYWORD DISCOVERY

Enhance expertise by selecting achievable, relevant keywords for improved visibility.

12 LONG-TAIL KEYWORDS

Discover related search terms and expand areas of interest strategically.

13 COMPETITION

Analyze "People Also Ask" queries and assess competitor rankings thoroughly.

SELF SEARCH

WHAT DOES GOOGLE SAY ABOUT YOU?

EXERCISE

Start by Googling your full name or professional name and list the results below..

Provide the top 10 results, including social media, personal website, contributions, and press mentions.

Result 1	
Result 2	
Result 3	
Result 4	
Result 5	
Result 6	
Result 7	
Result 8	
Result 9	
Result 10	

NOTES

Write your observations below.

CONTENT INVENTORY

EVALUATE YOUR CONTENT

EXERCISE

Catalog your online content (blog posts, videos, podcasts, infographics), assess alignment with your brand, and tally hours produced.

CATALOG OF CONTENT

Label your content below

Type of Content	Result/Total Hours	Does it align with your brand? Y/N?

NOTES

Write your highlights and ideas below.

SENTIMENT

WHAT DO OTHERS SAY ABOUT YOU?

EXERCISE

Review your testimonials and social media engagement.

What's the sentiment of your customer/client reviews? Positive, negative, or neutral?

Write your answer here...

Review your social media profiles: Does your content reflect your personal brand?

Write your answer here...

What's the average engagement per post (likes, comments, views)? Describe the response tone.

Write your answer here...

KEYWORD DISCOVERY

RESEARCH KEYWORDS

EXERCISE

Generate a list of potential keywords related to your business or product.

How would you search for your business/expertise? List 5 primary search terms.

Term/Phrase 1	
Term/Phrase 2	
Term/Phrase 3	
Term/Phrase 4	
Term/Phrase 5	

TOOL

Use a program like Keywords Everywhere to identify search volume & competition rates.

Keyword Strength			
Term/Phrase	Search Volume	Competition	Trending

LONG-TAIL KEYWORDS

EXERCISE

Generate a list of long-tail keywords- extended and related terms to your main keywords.

What are your top 5 primary search phrases for your business/expertise?

Longtail 1	
Longtail 2	
Longtail 3	
Longtail 4	
Longtail 5	

TOOL

Use a program like **Keywords Everywhere** to identify search volume & competition rates.

Keyword Strength			
Long-Tail Keyword	Search Volume	Competition	Trending

COMPETITION

WHO ARE YOUR COMPETITORS?

EXERCISE

Enter your top 3 keywords into Google search. List the first 3 "People Also Ask" questions and the websites that supplied the answers. Those are your top competitors.

KEYWORD #1

Question 1

Question 2

Question 3

KEYWORD #2

Question 1

Question 2

Question 3

KEYWORD #3

Question 1

Question 2

Question 3

THANK YOU FOR READING

Congratulations on completing the **Personal Brand Buzz Workbook!**

Combined with the knowledge you've gained from **How To Curate Your Personal Brand Buzz eBook**, you now have the tools to successfully optimize your brand on Google.

It's now time to review the checklist that came in your package or click the links below to purchase additional extensions!



PERSONAL BRAND BUZZ
EBOOK



PERSONAL BRAND BUZZ
CHECKLIST



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!

