



Mind. Brand. Biz. POWER PACK

6-Step Personal Brand Clarity
& Strategy Workbook



This step-by-step handbook is your ticket to fine-tune your message and supercharge your personal brand impact.

CHELSEA KROST



WELCOME

I'M SO GLAD YOU'RE HERE.

Congrats on taking the first step to getting the clarity needed to create a memorable money-making personal brand.

Here is the honest truth! I've built a six-figure business, all thanks to my personal brand and unwavering commitment. I've been on this journey for 15 years, living and breathing what I preach, and the best part? I've scaled my business without ever relying on paid advertising. My personal brand has been the ultimate powerhouse, swinging open doors to incredible opportunities that took me across the globe, sharing my knowledge with others!

This step-by-step guide is your ticket to fine-tune your message and supercharge your personal brand impact.

Picture this: attracting dream clients effortlessly, unlocking opportunities like speaking gigs and brand partnerships, and, of course, raking in more money.

Whether you're just embarking on this journey or a seasoned pro, this handbook spills the essential elements every successful coach, entrepreneur, and thought leader needs for crystal-clear clarity.

So, no time to waste! Let's get started...

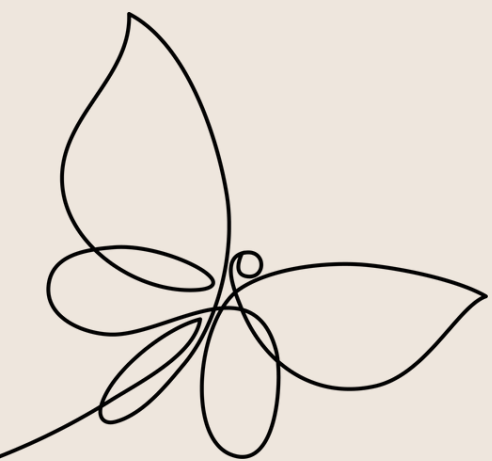


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ONE PERSONAL BRAND FOUNDATION

If you focus on just one aspect of this exercise, prioritize STEP 1.

Crush the confusion and elevate your personal brand with
laser-focused answers to the essential questions:
who, what, where, when, why, and how!

Think of these answers as the crucial building blocks for shaping
your brand. Without a strong foundation, there is no brand.
The clearer your answers to these questions, the better you can
connect, grow, and turn your audience into aligned clients.



CONNECT THE DOTS: PERSONAL BRAND FOUNDATION

Who: are you speaking to? Define target audience(s) - Get specific.

Audience one:

Audience two:

What: is your industry expertise, credibility, core values - topics of interest, what are you actively a part of already? ie: charity, membership, group

What: are your personal branding goals? ie: lead gen, thought leadership, network building, or attracting more opportunities like speaking and brand partners

What: makes you unique?

Where: is your audience most active? Define your dominant channel.

When: are you committing to rolling out content or completing (fill in the blank) goals?



CONNECT THE DOTS: PERSONAL BRAND FOUNDATION

Why: are you passionate about doing what you do?

How: are you communicating your unique expertise and value best? (content format) ie: articles, videos, graphics, newsletter, reels, etc

How: are you committing to content creation consistency?
ie: tools, workflow, virtual assistant

How: often are you posting content weekly?

Now that you've nailed down your who, what, where, when, why, and how, it's time to craft your powerhouse "Umbrella Brand."

This brand is the epicenter of your professional endeavors, peppered with a touch of your personal interests. It's the key to connecting the dots and visualizing your brand core.

Let's simplify and amplify to better connect with your target audience and dream client.



CONNECT THE DOTS: PERSONAL BRAND UMBRELLA

See my "Umbrella Brand" sample below, then watch how it helps me craft my content strategy.

Name:

Chelsea Krost

Title:

Personal Branding & Marketing Coach

Mission Statement - Big Promise:

I help female entrepreneurs eliminate confusion, harness the power of their mindset, and build a 6-figure Personal Brand that attracts more visibility, influence, and profits!



Pillar One: Industry Expertise Digital Marketing	Pillar Two: Industry Expertise Personal Branding	Pillar Three: Industry Expertise Mindset: NLP & Hypnosis	Pillar Four: Core Values & Interests
Subtopic Subtopic Subtopic	Subtopic Subtopic Subtopic	Subtopic Subtopic Subtopic	1. Family: Working Mom-Life 2. Work Smarter Not Harder: Productivity 3. Wellness: Nutrition & Yoga 4. Female Entrepreneurship & Empowerment 5. Metaphysical 6. Travel



CONNECT THE DOTS: PERSONAL BRAND UMBRELLA

Ok...Now It's Your Turn!



Name:

Title:

Mission Statement - Big Promise:

Pillar One: Industry Expertise	Pillar Two: Industry Expertise	Pillar Three: Industry Expertise	Pillar Four: Core Values & Interests

Need help generating your mission statement or big sexy promise? Here is a simple template to get your wheels turning. *Hey, don't overcomplicate this!*

I (Teach/Help) (Target Audience) achieve (Desired Result).

Free headline generator tool [HERE](#)



TWO

GET NICHEY WITH IT: TARGET AUDIENCE

Don't make the mistake of trying to appeal to everyone.

Getting super clear on your ideal customer empowers you to craft content that resonates deeply on social media.

Strengthen your connection, amplify your message's relevance, and skyrocket engagement by speaking your ideal client's language.



GET NICHEY WITH IT: TARGET AUDIENCE

In simple terms: When you know who you are speaking to it is easier to speak their language!

Here are key questions to help you get clear on your target audience:

Who is your ideal customer?

- Age
- Gender
- Location
- Income level
- Occupation

Understanding these basic characteristics will provide a foundation for tailoring your messaging.

What are their needs and pain points?

Identify the challenges, problems, or needs that your target audience faces. Understanding their pain points allows you to position your product or service as a solution, making your offering more appealing and relevant to them.

Challenges:



GET NICHEY WITH IT: TARGET AUDIENCE

Pain Points:

Needs:

Where do they spend their time? *Determine the channels and platforms your target audience uses for information and entertainment. Whether it's social media, specific websites, or offline events, being present in the spaces your audience frequents increases the likelihood of reaching and engaging them effectively.*



THREE

BRING YOUR BRAND TO LIFE: BRAND DESIGN

Branding is more than a great logo!

Your brand design spotlights your personality, core message, and boosts discoverability by making an eye-catching first impression. A memorable brand identity helps you to stand out from the competition and establish trust.

Think about it, would you go to a restaurant that had no sign out front?



BRAND IDENTITY

Elements of a MEMORABLE brand design:

- Main Logo: All coaches, consultants, and thought leaders need a NAME LOGO
- Monogram and/or Icon
- Color Palette
- Font
- Patterns and/or Metallics
- Social Media Banners
(FB, LinkedIn, Instagram, FB Group & Twitter)
 - Instagram Highlight Covers
- Social Media Post Templates & Thumbnails
- Business Card Design
- Website

Canva Template Squares:
[Click Here](#)

Canva Template Stories:
[Click Here](#)



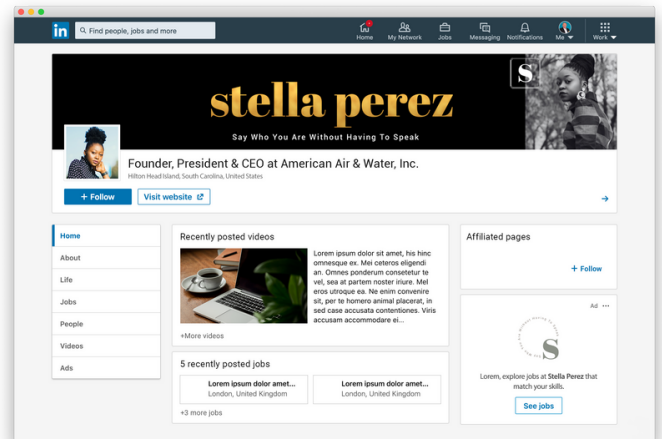
Grab & Go Brand Preview



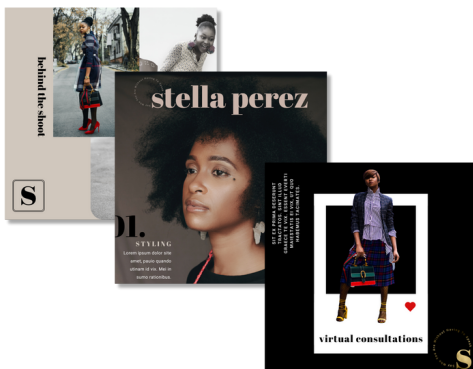
Name Logo | Monogram & Icon | Color Palatte



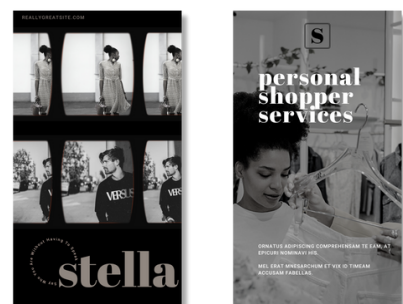
Business Card Design



LinkedIn Profile Design



Social Media Post Templates



Social Media Story Templates



FOUR

PACKAGE YOUR EXPERTISE & SIGNATURE OFFER

With a solid brand foundation and a defined ideal client, let's dive into crafting your signature offer. Package your offer with precision, and witness as your ideal clients not only take notice but also find it irresistible.

The clearer you are about your offer, the easier it becomes for your target audience to recognize you as the ultimate solution to their needs.



PACKAGE YOUR EXPERTISE & SIGNATURE OFFER

Here are some key questions to ask yourself when defining your signature offer or product:

How can my expertise be packaged as a product or service? If you have done this before, what was already successful? I.e. 1:1 coaching, in-person group workshop, online webinar, online DIY course, E-book, membership group, etc

Do you have a method or unique process to effectively communicate to clients what working with you looks like? "Example: 6 Steps to Personal Brand Clarity"

What results will your service or product generate? What are the key benefits for the client?

What is the timeline needed for clients to move through your process or training? When will clients see results?

What's the cost of your service or product and can your target customer afford it?

What objections may someone have to this service, product, offering and price?



PACKAGE EXPERTISE & OFFER

Who are your competitors and how are they servicing their audience? How do you do it differently?

Fill in the blank with tangible results:

If you purchase this product you can expect [VALUE], [VALUE], and [VALUE], result.

Your Turn:

This service will provide [WHAT] outcome.

Your Turn:

How can [YOUR AUDIENCE] do [ACTION] better with [YOUR PRODUCT/SERVICE]?

Your Turn:



FIVE CONTENT MARKETING FRAMEWORK

No matter how you look at it, content creation is a fundamental element in the puzzle of personal brand and business development.

But, there is no need to overcomplicate it!

Say goodbye to overwhelm and embrace simplicity in your content creation journey. Streamline your content marketing strategy to make it efficient, effective, and effortlessly powerful.



CONTENT MARKETING IS KING!

If I had a dollar for every time I heard, “I don’t have time to create content or I don’t know what content to create and share” I would be mega rich!

Let’s just remind ourselves of all the ways content creation really helps our brand and business.

- Establish Expertise & Thought Leadership
- Build Credibility
- Connect & Engage with Your Audience
- Showcase Your Unique Voice
- Enhance Visibility
- Build Your Following & Network
- Stay Top-of-Mind
- Generate Opportunities: *Content marketing acts as a catalyst in attracting opportunities like collaborations, brand partnerships, speaking engagements, and even media features.*

Ok, let’s simplify things and define your content pillars, content goals, and key content formats.

Roll with me here...



DEFINE YOUR CORE CONTENT PILLARS

By defining content pillars, you create a strategic foundation that streamlines content creation, aligns with your goals, and establishes a strong and recognizable presence in the digital space.

In moments of creative stagnation, returning to these 5 core pillars can serve as a catalyst to spark new creative ideas.

Here is an example for inspiration

Educate Personal Branding, Marketing, Mindset	Engage Female wellness & Business coaches & Thought Leaders	Promote Service, Product, Event	Industry Trends Current Events	Inspire & Storytell Family life, Core value, Interests
Examples: 6 Step Personal Branding Clarity & Strategy Blueprint How to Craft Your Personal Brand Story Why You Only Need to Be Present on Three Social Media Channels How to Use Hypnosis to Eliminate Stress & Enhance Productivity	Examples: What's Your Personal Brand Style Quiz IG Stories - Behind the Scenes or The Making Of Giveaway Contest or Challenge Collaborations or Partnerships with Industry Peers Private Masterclass	As an Entrepreneur you could be promoting more than one "offer or service" like speaking or brand partnerships. Create Decks That Spotlight Your Expertise Reach, Rates, & Testimonials: -Speakers Deck -Brand Partnership Package(s) -Podcast Sponsorship Package(s)	Connecting your expertise with the latest trends, allows you to share your opinion, hot take, and unique perspective. This helps build authority and thought leadership! Developing thought leadership status is key when you want to attract quality leads	Put the 'PERSONAL' in Personal Brand and share more than just your expertise. Diversify your content to include snippets of your family and personal interests to foster a deeper, more relatable connection that goes beyond your title. A point of connection or a similar interest can be why a client chooses you over a competitor. Can you find a connection between your expertise and your personal interest? Personal Interest: I love yoga. Connection: Yoga helps me reduce stress, improves my focus, creativity, and productivity. It's a way to nurture my girl power community and relationships offline.



DEFINE YOUR CORE CONTENT PILLARS

Now It's Your Turn...

Feel free to tweak the core pillar topics to align with your brand message.

Educate	Engage	Promote Service, Product, Event	Industry Trends Current Events	Inspire & Storytell Family life, Core value, Interests



DEFINE THE CONTENT GOAL AND FORMAT

Brand Awareness

Blogs, Articles, Guides,
UGC, Social Media
Contest, Podcast or
Livestream Guest,
IG Stories, Reels

Lead Generation

Quiz, Juicy Freebie,
Webinar, Ebook, How To
Guide, Swipe File,
Check List, Giveaway
or Challenge

Thought Leadership Credibility

Press, Testimonials,
Case Studies, Success
Stories, Long Form
Articles, Guest Contributor
Content

Promotional

Email marketing,
Linkedin Newsletter,
SMS Marketing,
Webinars

Informational

Short Videos, Reels,
Infographics, Carousels
Webinar, Master Class

Connection

Livestream Q&A,
IG Stories with Polls or
Questions, Live or Virtual
Event, Private FB Group,
Membership



WHAT TO POST - 24 DAYS OF CONTENT

INSPIRATIONAL QUOTES

Create your own or post other popular ones.

THOUGHT LEADER BLOGS AND ARTICLES

Your own content is the best way to grow your following!

QUICK TIP OF THE DAY

Create themes around quick tips to get more done.

TUTORIALS

Show the readers how to do something that will help them.

CHALLENGES

Give people tasks to achieve something specific for their biz.

POLLS

Crowdsourcing information from your audience can give you inspiration for new content.

OLD POPULAR POSTS

Repurpose content that performed well in a new format with new imagery.

FREE WEBINAR OR LIVESTREAM

Promote a value packed free webinar. This is create for collecting new emails.

STORYTELL

Share a story about a recent experience, obstacle, or success relevant to your audience.

ANNOUNCEMENTS

Let readers know about upcoming events or specials.

PROMOTE YOUR SERVICES

When promoting your services share what value and results clients can expect.

PRINTABLE FREEBIE

Create a checklist or cheat sheet readers can download.

THIS OR THAT QUESTION OR DEBUNKED A MYTH

This is a great way to encourage engagement and conversation.

HOBBY, FAMILY, TRAVEL, PETS

Connect on a personal level by giving your audience a peek into your hobbies, family, and fun adventures.

PRESS, SPEAKING, AWARDS, ACCOMPLISHMENTS

Share press, speaking engagements or podcasts you have been featured on across all channels.

ANSWER FAQS

Answer common questions your readers have.

FAVORITE HACKS + TOOLS

Show the resources and tools you use in your biz.

SHORT VIDEO: 60-90 SECOND

quick tip, how to, did you know, don't do this, favorite tool, teaser-coming soon.

INFOGRAPHICS

Create a beautiful infographic that can help provide information.

BEHIND THE SCENES

Show images of your workspace and new projects.

WEEKLY ROUNDUP

Share a list of your favorite industry posts each week.

CONTESTS + GIVEAWAYS

Give away prizes in exchange for emails, likes/follows.

HOLIDAY SPECIALS

Celebrate holidays with special themes, graphics, and posts.

CLIENT TESTIMONIAL OR SUCCESS STORY

Client testimonials are a great way to build trust and credibility



FIVE LET YOUR PERSONAL BRAND SHINE ON SOCIAL MEDIA

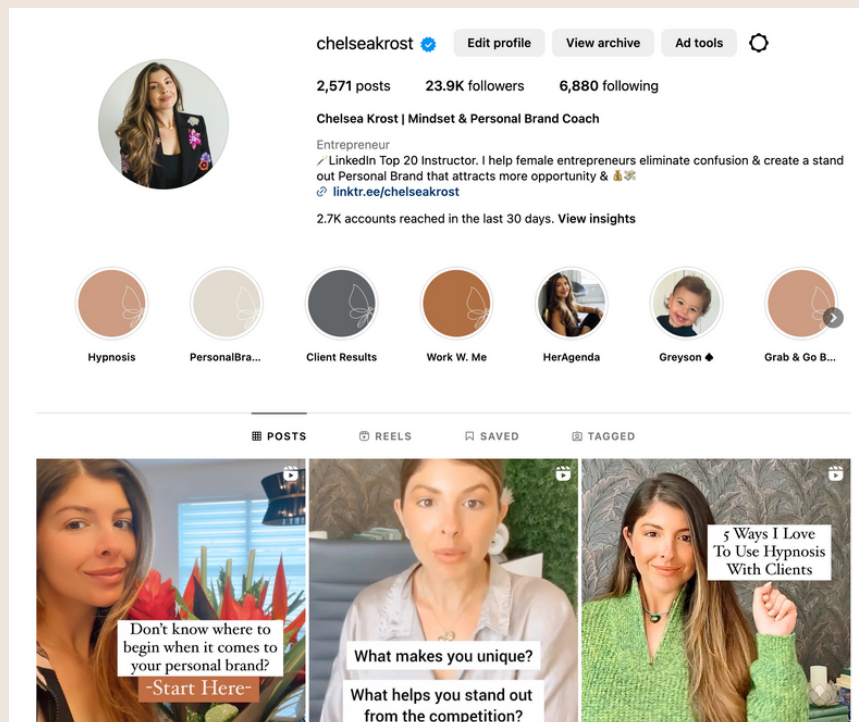
Let's cut to the chase! While there's a world of tips for every social media channel, today, I'm diving into the essentials. So let's fine-tune your Instagram and LinkedIn profiles to spotlight your brand with maximum impact.

Keep scrolling to learn how to optimize the "prime real-estate" on these channels to create a clear and memorable first impression.



LET YOUR PERSONAL BRAND SHINE ON SOCIAL MEDIA

INSTAGRAM HOT TIP: Switch your Instagram account to a Business profile. Yes, this is different from selecting the “creator” option. An Instagram business profile gives you access to promoted posts and Instagram ads, providing you with tools to grow your reach and engagement, while the “Creator” option does not.



Optimize Profile Bio:

- Craft a compelling and concise bio that reflects your personal brand message, expertise, and offerings. Refer back to your umbrella brand mission-promise statement.
- Include relevant keywords and a clear call-to-action.
- Use [Linktree](https://linktr.ee) to turn your link in bio into an effective landing page to direct your audience



INSTAGRAM

Profile Picture:

- Make sure people can really see your face, think tight crop from the chest up.

Highlight Your Expertise:

- Create Instagram Highlights to showcase your expertise, service offerings, client testimonials, accomplishments, media features, brand partners, or exciting milestones.
- Use visually appealing branded cover images for each Highlight.

Pinned Posts:

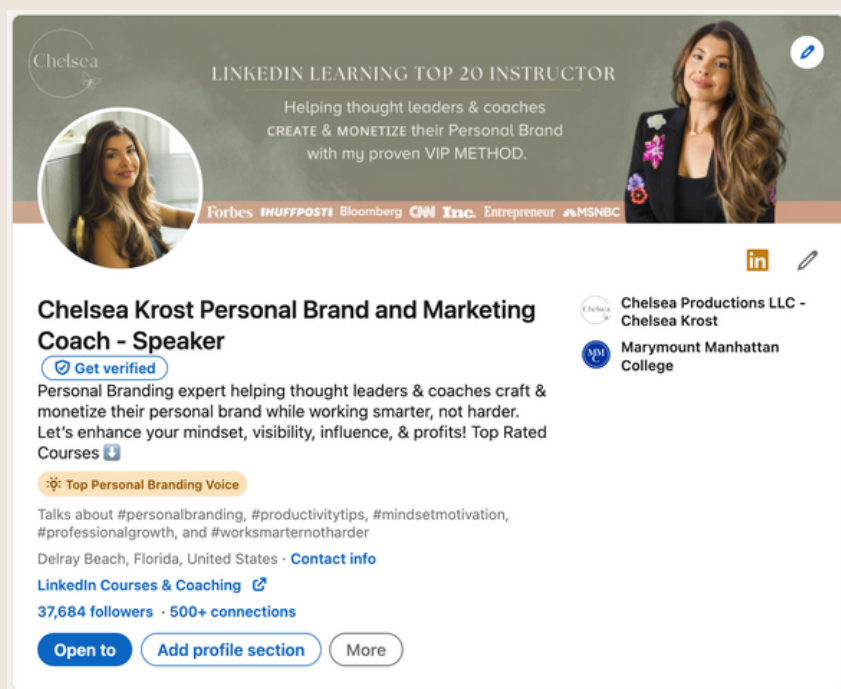
Think of pinned posts like this. If someone new came to your profile and only saw these top 3 posts, what would you want them to see? You can always rotate and change your pinned posts as your goals and objectives change.

- Pin a post that represents your brand or personal message exceptionally well.
- Highlight your expertise, what makes you unique, and how you work with clients
- Share an important announcement, upcoming event, a major achievement, or a popular post.
- Share your brand story, a relatable challenge you are going through or overcame, let viewers in, let them get to know you, and relate to you.
- Spotlight client results, success stories, or user generated content that builds trust.



LINKEDIN

I love LinkedIn. Think of LinkedIn as your living breathing resume and an easy way for someone to find you, learn about you, validate your credibility, and connect with you.



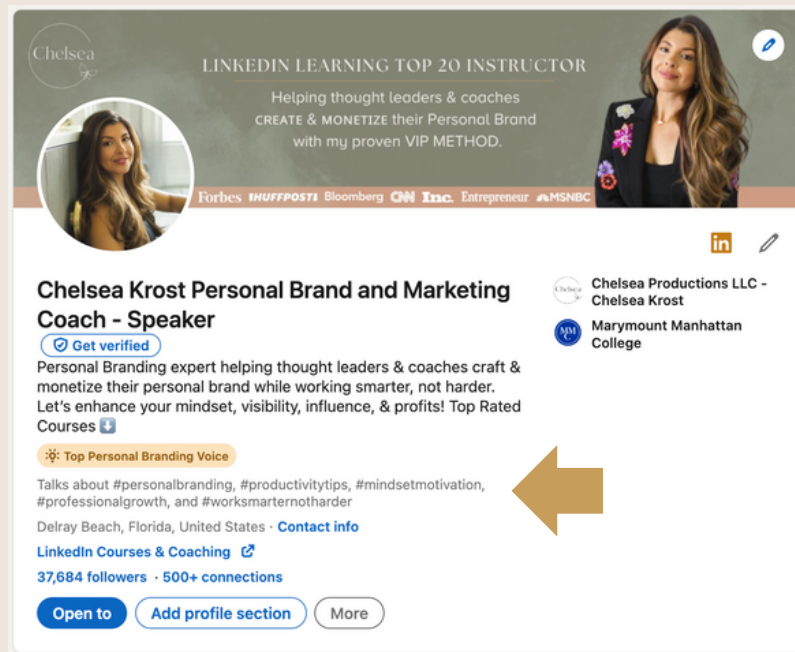
LinkedIn Checklist for Coaches and Thought Leaders:

Branded Banner, Bio & Headline:

- Craft a branded banner that features your mission statement, signature offer, awards, and or where you have been featured.
- Create keyword rich headline that emphasizes your expertise and target audience.
- Make sure your contact info is up to date and all links are working



LET YOUR PERSONAL BRAND SHINE ON SOCIAL MEDIA



Enhance Your Discoverability: Creator Mode & Keyword Hashtags

1. Click the Me icon at the top right of your LinkedIn homepage.
2. Click View Profile.
3. Scroll down to Resources and click on Creator mode: On.
4. From here, you can: Switch the toggle to the left to turn off Creator mode.
5. Add profile topics to let your audience know your areas of expertise
6. Click Save.

Keyword-Rich About Summary

- Write a keyword-rich summary that highlights your experience, your mission, your expertise, how people can work with you (unique approach), share any sexy client results, and a call to action with your contact information.



LET YOUR PERSONAL BRAND SHINE ON SOCIAL MEDIA

Featured Content

- Use this section exactly like you would use Instagram pinned posts.
- Highlight client work, thought leader articles, and top performing content.

Update Your Experience Section

- Use this section to build credibility and to tell your target audience what you do and how you do it.

Recommendations

- Request and display recommendations from clients, partners, and referrals to build credibility. We are the peer influenced generation, let your recommendations sell you.

Once you have optimized your profiles you are ready to rock and roll with sharing content and engaging your audience.

Keep your content quality, audience aligned, and consistent for the biggest impact.

And remember, don't forget to like, comment, and engage on other people's content as well.



YOU GOT THIS!

Navigating through each section of this handbook is a surefire way to enhance your personal brand clarity.

Now, it's time to move forward and put all the insights into action, crafting a memorable and impactful personal brand that resonates with your target audience and opens doors to more opportunities!

While this guide covers the essentials, I'm here to support you on a larger scale if you're ready to build and design a six-figure personal brand, harness your ultimate marketing tool, and become an opportunity magnet.



Schedule your FREE 30-minute Clarity and Strategy Call with me.

**I'd love to learn about you and chart a plan to achieve your goals together.
Let's make it happen!**

[CLICK HERE](#)

