

THE BRAND U WORKBOOK

BRAND VISION: CREATING YOUR BIG BRAND

CREATING YOUR BIG BRAND VISION

Most people struggle to hit their business goals because they don't know what they're doing. They think success in business is all about money, milestones, and metrics. Now while that stuff is important, in order to make your goals work - so you're not just looking at them on a piece of paper, but living them - you need the vision!

For example:

This past year, I chucked a lot of things that were not working from me and my business and created a new and improved brand vision. Now this new vision required me to set some goals that required me to stretch far beyond my comfort zone, but goals I knew I had to do to take my business to the next level. I decided I wanted to speak to a new breed of entrepreneur and I wanted to work less and make a bigger impact. I wanted to do more of what felt right and I wanted to cater more to my strengths, using my own life experiences to help other people. Instead of writing everyday, I wanted to create a high-impact, actionable video once a week! Instead of focusing on promoting other people's products, I wanted to create more of my own powerful programs. I wanted to upgrade the way I showed up online. I wanted to be a major player. I wanted my business to feel more like a community than a classroom.

So I set these goals and worked backward - defining my product offerings, marketing plan, money plan and all the other important stuff. I decided who I would work with and who I would say no way to. I'd figure out where I wanted to be seen and heard, how I wanted to be seen and heard and with whom I wanted to be seen and heard. I created support systems, automation systems, even spousal support systems that would accelerate the growth of my

business. This brand vision was the jumping off point for my entire business redesign and helped me figure out where I needed to place my focus so I could not only win, but win BIG!

Did I hit every single one of my goals. No, but I got darn close! That is because the vision came first. So right now, you are going to develop your own brand vision where you get crystal clear on what you want. Because what is the point of setting goals if they have nothing to do with what you truly want!

The first step to making your brand more "YOU" is to get clear.

Clear on your BIG brand vision, for your business and your life.

Clear on what you want your life to look like, the lifestyle you want.

Clear on why you are doing what you are doing.

Clear on what makes the pain of building a business worth while.

So get PUMPED! **Because a BOSS with a BIG vision is unstoppable!**

NEXT STEPS

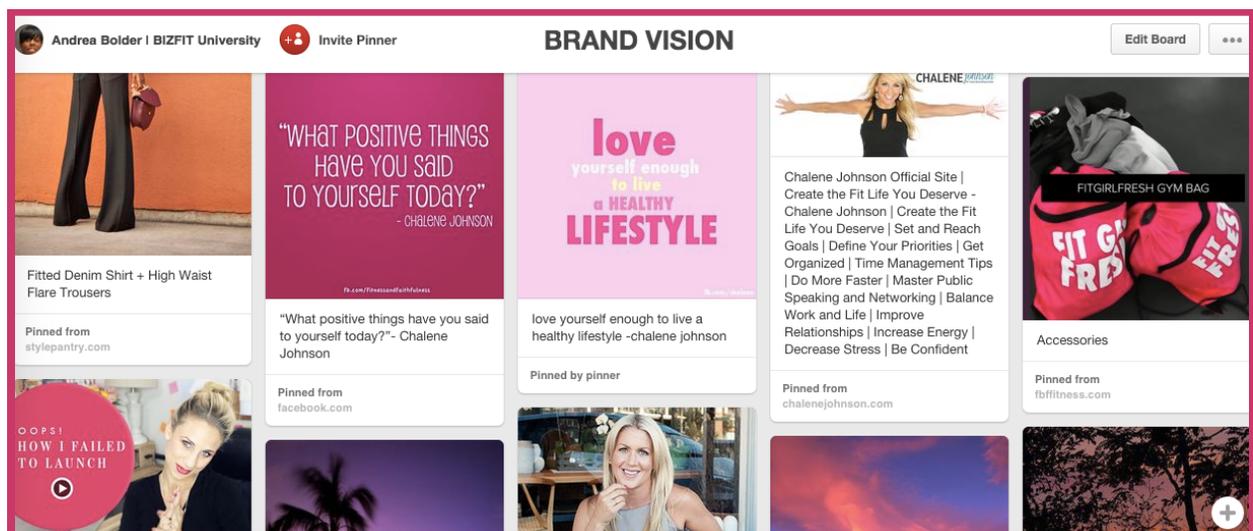
You will find a series of questions that will help you figure out your BIG BRAND VISION. You can do this 2 ways:

- ❑ Grab a pen, paper, paint if you're the creative type! I formatted this playbook in a way that will help you write everything down. You can draw, doodle, tell stories, write a song, whatever! Take ownership of this BRAND VISION - it belongs to YOU!

- ❑ If you are more visual we are going to PIN your Big Brand Vision on Pinterest. That's right! I am all about the visuals. Images are powerful and they make a lasting impression. But, make sure to use the captions section to put words to your images. You can browse the Internet to find the perfect pics that represent the answers to the questions.

- ❑ If you don't have a Pinterest account, set one up here. It's free! You can make your vision board public or private.

Here is an example of my BIG BRAND VISION board:



These are your BIG BRAND VISION questions. There is space for you to draw, paste, or just write. Get your game face on and let's go!

UNCOVERING YOUR BRAND PERSONALITY

Let's set the tone. Think of your brand as a party. You want it to be the BEST PARTY EVER! What kind of party would it be? (Fun, Upscale, Playful, Professional, Casual, Girls Night Out)

If your party had a theme what would it be? (Nautical, spa-like, beachy, gritty, glamorous, hot and sexy, outdoorsy, Parisian)

Where would the party be? When you work with people, how do you do it? Where do you work? (Virtually, from your office, in the park, at the local coffee shop)

Are you throwing a big bash or having an intimate gathering? (1-on-1, big group, small group)

What conversations are people having at your party? What language are they using? (Humorous, Brash, Insightful)

UNCOVERING YOUR BRAND ESSENCE

Now let's think about the experience you want people to have when they are around you. What FEELING do you want people to have when they see your brand? What impression do you want them to leave with? When people leave your parties they always leave thinking...

How do people feel about themselves after an experience with you?

When someone is attending your party? How do they feel others perceive them? Someone's associate with you brand tells what about that person?

If you could describe your BIG BRAND in 3 words. What would those words be? (Fun, flirty, fabulous, happy, adventurous, positive, educational, energetic, exotic, safe, magical, etc...)

Invitations have been sent, the word is out, but there's a mother party on the same day, at the same, time! Why would someone want to RSVP to your party? What makes you the premier choice over the competition?

UNCOVERING YOUR BRAND MISSION

What is your ideal day? Chai latte on the patio @ 10am. Yoga @ 1pm. Business projects done by 3pm? If someone dropped in at 2 in the afternoon..What would you be doing?

What do people know you for? What is your claim to fame? (Your company exist to bring _____ solutions to the marketplace)

When your perfect-fit client posts about needing help in a forum or types a question in the Google search bar, what does it say? What are they seeking answers to?

Who loves, praises, respects your expertise, your gifts, what you do?

What is on your business bucket list? Meaning, if you could accomplish anything in your business what would it be?

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BRAND VISION: SETTING YOUR BIG BRAND GOALS

SETTING YOUR BIG BRAND U GOALS

Now you have your brand vision, but to take it from paper to profits, you have to set some practical, yet purposeful goals.

Here are a few questions to help you bring your brand to life and gain clarity (because we are all about getting clear) on what those goals need to be.

To bring your brand to life and make it FEEL the way you want, what experiences do you need to offer your audience? (free and paid)

Example: If you know you want your brand to feel like a spa day where BFFs sit around sharing stories, while sipping champagne and getting a mani/pedi, then you should think about creating a space where your customers can feel luxurious, pretty, fabulous, powerful. So maybe you offer intimate Business Sleepover retreats, or you do google hangouts by candlelight starting each session with a champagne cheers to success.

The ensure your brand matches your party vision, think about what your brand and business looks like now and what you need to change to make it feel like the BEST PARTY EVER! Is it a new color scheme (visual)? New product offerings (content)? A re-vamped social media presence (marketing)? Something else?

Example: If you know you want your brand to feel like a spa day but right now, your website looks more like the boys locker, brighten up the colors, change the language, create more BFF friendly content.

In order to live your ideal day, what needs to happen so that you are able to choose when you work, where you work and who you work with?

Example: If you want to spend your mornings sipping chai lattes on the patio, going to yoga @ 1, all while knocking out your business projects by the time 3 o'clock rolls around so you can pick up the kids, that means you may need to convert your 1-on-1 coaching to an e-course or do more group coaching to free up more time.

What's the minimum amount of money you need to make each month/year to live your ideal life? To be happy?

Example: You want to live in a house that over looks the ocean so you can wake up at 10am, sip your chai latte on your patio and walk to the local yoga studio at 1. How much does that house cost? How much does a monthly membership to yoga cost? How much does your ideal lifestyle cost? This creates a clear road map to where your brand and business need to go financially.

I want to work with _____ people every month (type of customers and how many)

How much do you need to charge to meet your brand vision? (if you don't have products in mind yet, think in terms of premium, mid-range or low-budget pricing - Do you want to be a Maserati, Mercedes or Mazda of your industry) My price points are?

To reach your big brand goals, what are the types of things you should be doing right now to ensure your future success? What do you need to do each week, month, quarter, year?

Example: One of your ultimate brand bucket list goals is to host a 5 day 'Business and Body Retreat' in Bali next year. Do you have a plan to promote this event? Do you have the logistics planned out? Do you have the support systems in place to pull something of this caliber off? Do you have the audience that can afford a high-end retreat like this?

In order to make sure you are staying aligned with your strengths and not doing the things in your business you either don't want to do, don't have the time to do or don't know enough about to do well, what needs to happen in your business to ensure you're not wasting time on these things?

Example: Don't want to do customer service? Hire someone. You don't want to create copy for your sales pages? Hire someone. You don't want to spend hours posting to social media each week? get a VA. Figure out how to make enough money to make these things possible.

What are you missing right now that is keeping you from your ultimate brand vision (ex: clarity, an email list, confidence, support, direction, a marketing plan, etc.)

Example: You want to run Facebook ads but don't have a Facebook page? You want to host a 75 person mastermind, but only have 10 people on your email list. You want to throw a health and body retreat but your overweight yourself and don't stick to healthy habits.

To move from where I am right now in my business to where I want to be I need to start_____.

My BIG BRAND PROMISE

When people come to me they want _____
and I deliver_____.

Look this is the time to keep it REAL. I know this is a lot. I know this may ruffle your feathers. But this how your BIG BRAND VISION starts to come together.

Once we start answering the hard questions, the big vision becomes easy. Don't worry if you don't have all the answers yet. It's okay. This will give you a good start.

Now, let's put the pieces to your brand puzzle together: When you are done with this next exercise you will want to print it and post it because this will be your guide to getting what you want!

Everything you write down on the following goal sheet will stem from your Ultimate Brand Vision above. What products you create, what projects you take on, who you work with. What needs to improve, change, be eliminated.

For instance, do you need to:

- Increase your prices 30% so you can work less and make more
- Get noticed by more industry leaders and influencers
- Get more educated in a specific area
- Re-define your target audience and marketing message
- Launch a new e-course where I work with 100 people at a time instead of 4-5 1-on-1 customers
- Create a membership site or subscription based service
- Create a physical product or piece of software that better serves the needs of my community.

So get started on on your BIG BRAND GOALS list.

MY BIG BRAND U GOALS SHEET

For me to deliver on my BIG BRAND PROMISE and create a business and life that supports my BIG BRAND VISION, here are some of the things I need to do.

A series of 13 horizontal pink bars, stacked vertically, intended for writing down goals. Each bar is a solid light pink color and spans the width of the page.

THE BRAND U WORKBOOK

BRAND VISION: TURN YOUR GOALS INTO REALITY

TURNING YOUR BRAND U GOALS INTO REALITY

Once you have crafted your BIG BRAND VISION and broken it down into goals, it's time to map out a plan that will turn those goals into reality.

It's all about ACTION.

Goals are no good if you don't hit the ground running. Goals are no good if you don't have the confidence to complete them. Goals are no good if you don't allow yourself a reasonable (and realistic) amount of time to turn them into reality.

One of the things that keep people from getting what they want is indecision, impossible expectations and constant breaks in momentum. You can't start then stop, start then stop and expect that cycle of inconsistency to honor your goals.

So right now, you are going to use your brand vision to map out an action plan and timeline for your brand goals. Here's how it's going to work:

STEP 1: Go back and reference your Brand U Vision Goals Sheet, pick one goal, preferably the first goal (you wrote it first for a reason).

STEP 2: List EVERY SINGLE ACTION you need to take to make your goal a reality. Be specific, be detailed, be smart. This is where you pull from all the courses, blogs, webinars and info-products you have stored on your laptop.

If you are confused, unsure about the steps you need to take, remember Google is your best friend!

I am willing to bet you have a million and one ideas of that you can do to get you where you need and want to be.

STEP 3: Take inventory of those ideas and map them out on your BRAND U TIMELINE. You can use Powerpoint (PC) or Keynote (Mac) to create this timeline. Just open up a new document and start adding dots, lines, text boxes and words.

If you ever get stuck or overwhelmed, go back to your timeline and pick up where you left off, checking off the tasks that have already been completed.

This is a very simple way to stay accountable and to keep track of where you are. Plus, you can always add or adjust tasks when necessary. Action, or lack thereof is the killer of many million dollar ideas. Everybody struggles with trying to figure out where to START. This process will make it easy because you will always know exactly where you are in the grand scheme of things.

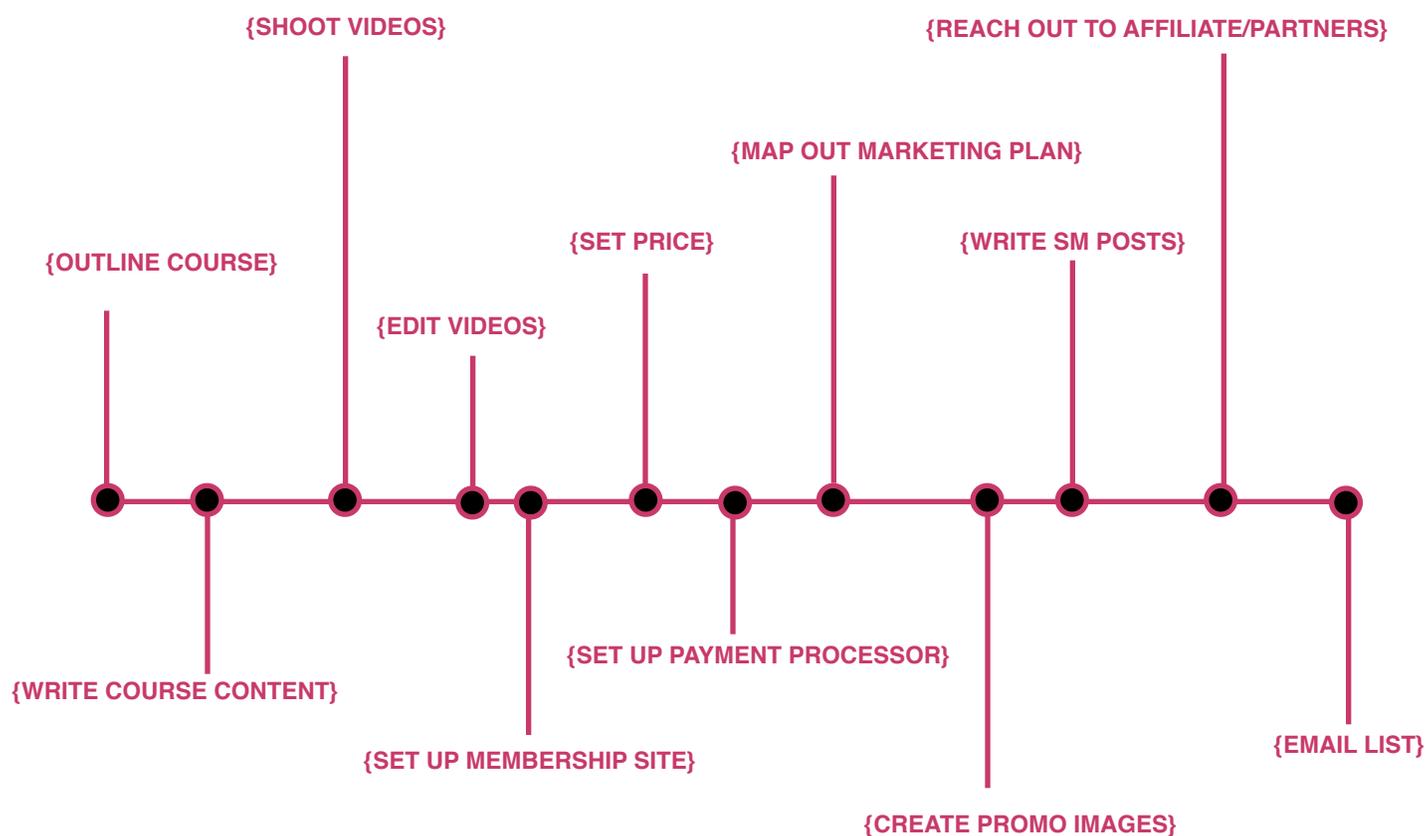
So I gave you the steps, now let me give you an example you can follow.

STEP 1: My Big Brand U Goal: Sell 1000 memberships to my e-course

STEP 2: List the action steps;

- Outline course
- Write course content
- Shoot videos
- Edit videos
- Set up membership site
- Set price point/payment plans
- Set up payment processor
- Map out marketing plan
- Create promotional images
- Write social media posts
- Reach out to affiliates/strategic partners
- Email list
- etc...

Your finished timeline should look something like this when you are done!



Now obviously this is not the entire list of to-dos for launching a membership site but this gives you a visual of what your BRAND U TIMELINE should look like. You can use this planning strategy for every Brand goal you have including:

- Launching your business
- Getting your first 1000 subscribers
- Writing a book
- Getting your first client
- Launching your coaching program
- Creating your YouTube video series
- Designing your website

[Download the PowerPoint Template Here](#)

[Download the Keynote Template Here](#)

THE BRAND U WORKBOOK

BRAND VISION: ATTRACT BIG BRAND SUCCESS

ATTRACTING BIG BRAND SUCCESS

We've started putting together your big brand vision which will be the litmus test for everything you do online and the foundation for the way you show up as a business owner. Next we figured out your big brand goals and what you need to do to get where you want to go. Then finally, I taught you how to turn those goals into an actionable process that keeps you on track and productive.

Yes, we are on our way to world domination,

So let's talk about what I consider to be the most important piece to the puzzle. You can have an awesome brand, the perfect website, even the most amazing products and services. But if now one knows you exist, if the right people never get an invitation to the party, or you're attracting wallflowers and not party-starters your profits will never live up to your purpose.

PEOPLE NEED TO SEE YOU!

People are attracted to the power and essence of a brand. And behind every brand is a person with a powerful personality that is driving their ideas and hoping to make an impact through their own personal creativity and connection.

The level of your awareness, its uniqueness, relevance and social engagement will be ultimately determine whether you connect with your target market.

The new world of marketing is increasingly visual. So how can business owners boost their brand attraction by leveraging an increasingly visual social space?

VISUAL BRANDING!

If you know how to creatively position yourself as a recognizable resource that provides solutions from a unique point of view, you will never have a problem attracting a loyal contingency of customers and clients.

How you present your brand visually, particularly in the online world, is the equivalent of your first meeting with a customer and first impressions matter more than ever.

The Internet is full of so much information, so many people selling and pitching the same stuff, that if you don't catch the attention of your audience the first go round, it's pretty fair to say you won't be getting another chance... They'll be on to the next.

Most people today are savvy and you better bet they are checking for you online to see if you have credibility in the marketplace. While your products, services and opportunities are awesome, if your brand image is weak you could potentially be missing out on thousands upon thousands of dollars in precious profits.

Want leads, sales and increased profits? Build a brand people will remember!

CREATING YOUR BIG BRAND PALETTE

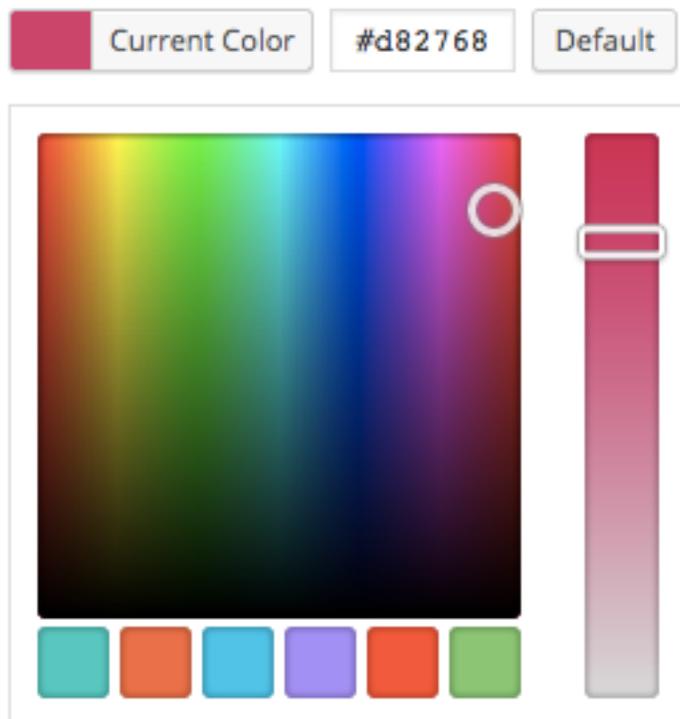
The good news is that there are four key ingredients to attracting social success and the following checklist is going to help you create a BIG BRAND that can't be ignored.

So here is how this works:

Reference your BIG BRAND VISION, pulling from your Pinterest board and BIG BRAND GOALS to

Choose two to four colors to use consistently throughout all your social media posts and marketing. The colors you choose should reflect your BIG BRAND VISION. If you have a young, hip brand use bright colors. If you want to be seen as gentle and welcoming, pastel colors will work well.

Cut out color swatches, use colored pens or pencils, or even paint.



For those of you who are designers, you may be familiar with the concept of color codes, or "hex codes." Design newbies: this is an imprint concept to learn.

A hex code is 6-digit code that represents an exact color recognized universally by HTML and CSS. For example, my primary color code is pink #d82768, shown on the color wheel chart here.

By knowing and using the same hex codes on your marketing, you'll be able to promote a consistently brand presence become can connect with.

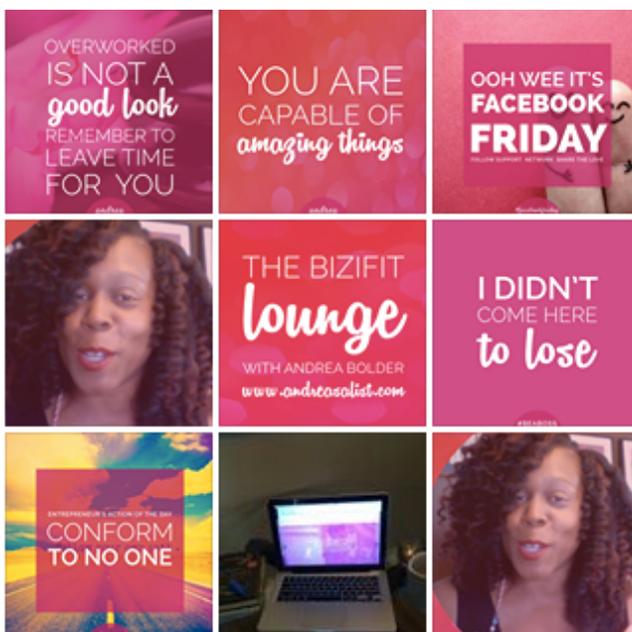
Choose three fonts for your brand and use them consistently. You can choose one font for your titles/heading, a font for your subtitles, and a font for your body text.

FONT 1

FONT 2

FONT 3

Choose appropriate images and filters that give your **BIG BRAND** a consistent theme. When additional graphics need to be introduced, what images are you looking for? What brand filters will you create? (Authentic, quirky, bold, saturated, black and white, summery, etc.)



Example: I use a lot of pink overlays on my images as seen below.

Create brand templates to speed up your design process. Is your logo positioned to the same way each time it's used? Are your fonts aligned consistently from post to post?

Create a basic format that you can use every time you create your visuals. Just keep in mind that each social media platform, website page, or email newsletter, has different ideal image dimensions. so make sure you cater your graphics to these dimension.

BIG BRAND Visual Content Checklist



- Website Header
- Wordpress Sidebar Images
- Supporting Images
- Bio Pic
- Facebook Cover
- Facebook Profile Pic
- Facebook Shared Images
- Facebook Tabs
- Twitter Header
- Twitter Profile Pic
- Twitter In-Stream Image
- LinkedIn Logo
- LinkedIn Header
- Google+ Cover
- Google+ Profile Pic
- Google+ Image Post
- YouTube Header
- YouTube Profile Pic



- Instagram Profile Pic
- Instagram Image Post
- Instagram Video
- Pinterest
- Pinterest Profile Pic
- Vine Video
- Tumblr Avatar
- Tumblr Image Post
- Newsletter Header
- Newsletter Supporting Images
- Product Images
- Ebook covers
- Webinar Presentations
- Branded Marketing Material
- Opt in Boxes
- Sales Pages

Images, colors, fonts and layouts are all elements of graphic design that will play a BIG role in making your brand stand out!

THE BRAND U WORKBOOK

BRAND STORY: YOUR MESSAGE ARCHITECTURE

CARD SORTING EXERCISE

CREATE A LIST OF KEYWORDS THAT ARE RELEVANT TO YOUR BRAND. THESE COULD BE KEYWORDS THAT YOUR CUSTOMERS HAVE SAID ABOUT YOUR COMPANY AS WELL AS DESCRIPTIONS CHOSEN BY YOUR OWN EMPLOYEES.

WRITE THESE KEYWORDS ONTO NOTE CARDS.

AS A GROUP, SORT THROUGH THE NOTE CARDS TO DETERMINE WHICH WORDS ARE MOST APPLICABLE TO YOUR BRAND. SEPARATE THESE WORDS FROM THE WORDS THAT CAN'T BE RELEVANT TO YOUR BRAND.

GO THROUGH WHAT'S LEFT AND RANK THE KEYWORDS IN ORDER OF PRIORITY TO YOUR BRAND. WHICH ARE MOST RELEVANT, AND WHICH AREN'T? BECAUSE YOU'RE WORKING WITH NOTE CARDS, YOU CAN ORGANIZE THESE WORDS VISUALLY.

ASSEMBLE THESE WORDS INTO SENTENCES THAT DESCRIBE YOUR BRAND.

PIECE TOGETHER YOUR MESSAGE ARCHITECTURE.

THE BRAND U WORKBOOK

BRAND STORY: YOUR BRAND BOOK

01. CONVERSATION WITH CUSTOMERS

An overview of your brand's vision, mission, personality, and key values.

02. YOUR USERS

Your brand exists to serve these people.

- Goal of website section: Jot some notes about what your website visitors should hope to accomplish when visiting your website.
- Audience: Who do you expect to be engaging with these specific website sections?
- Core concepts to be reinforced: What do you want your audiences to feel after visiting this section of your website or piece of writing?
- Tone: What emotions should come across after somebody reads this story or section of your website?
- Perspective: Do you want to communicate in the first, second, or third person? Who is telling the story?

03. LOGO DESIGN

Logo set-up specifications including strapline or tagline along with variations for online and print marketing materials.

04. LOGO TREATMENTS

Logo do's and don'ts. How to use your logo on letterhead and biz cards.

05. BRAND COLORS

What is your chosen color palette. Bold, soft, monotone or multi-color.

06. BRAND TYPE STYLES

What is your house-font and typefaces.

07. WORDS YOU LIKE/DON'T LIKE

Words or phrases you want your brand associated with. Words that should never be associated or used.

08. PHOTOGRAPHY & ILLUSTRATION

The type of images your brand use.

09. SUPPORTING GRAPHIC ELEMENTS

When additional graphics need to be introduced what images are you looking for? Authentic, fun, quirky, bold, black and white...

10. SOCIAL MEDIA PROFILE PAGE APPLICATIONS

Guidelines and layout options for Facebook, Twitter, YouTube and other social media channels .

11. BROCHURE AND FLYER LAYOUT OPTIONS

From brochures to invoices create templates for all your marketing materials.

12. WEBSITE DESIGN AND FORMAT

Your most important piece of online real estate. It showcases your products, services and content and when done right will become your #1 salesman.

13. SIGNAGE SPECIFICATIONS

Public speaking, trade shows, appearances. Make sure your signage shines.

14. MERCHANDISING APPLICATIONS

T-shirts, pens, binders and shot-glasses. When you slap your brand on something make it the star.

15. COPYWRITING STYLE

This is your brand's tone of voice

16. EDITORIAL GUIDELINES

Help your brand partners bring your message to a wider audience the right way

THE BRAND U WORKBOOK

BRAND STORY: ABOUT ME PAGE

EXAMPLES OF ABOUT PAGES THAT WORK

James Clear

He tells readers exactly what they are going to get and his home page is basically one of the best examples of an email sign up embedded in an about page that I've seen.

He not only tells people what to expect, he shows them what to do.

Warby Parker

Their know their about page is the start of a conversation and a huge part of their marketing strategy—it shows.

Kish & Co

I feel like I know them and can trust them even before I do (update—I know them now).

They really do a great job of letting us know the kinds of design projects they work on and the sorts of clients they work best with.

Marie Forleo

Fun, personality driven and colorful, Marie creates an about me page that rocks just like her style!

Matt Cheuvront

Matt manages to communicate so much in just a couple of paragraphs. He built trust with me in just the first couple of lines by putting his values front and centre.

Ishita Gupta

Ishita gets right to the heart of how she helps people.

Seth Godin

Notice how much information can be packed into one line.

"You can read his wikipedia bio, reviews of his seminars and what Google thinks of him."

GoPro

If you're a camera company what better way to tell your story than to use video.

Your about page is a key part of your marketing strategy. Don't waste this opportunity to connect with your prospective customers.

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BRAND ATTRACTION: 5 ESSENTIAL VIDEOS

5 BRAND VIDEOS

1. ABOUT ME VIDEO

Write your about me video script here:

2. YOUTUBE VIDEO
3. LISTBUILDING VIDEO
4. SALES VIDEO
5. PRODUCT TRAINING VIDEO

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BRAND MARKETING: SELLING WITH WEBINARS

WEBINAR CHECKLIST

WEBINAR/GOOGLE HANGOUT CHECKLIST

Preliminaries:

- Date/time _____
- Panelists
- Moderator _____
- Practice Date/Time _____
- Slides
- Script
- Set Goals - #sales and Income

Preparation:

- Mapped out a promotional plan.
- Count back 7-10 days and select that date as 1st promo day

- Create a new email list in your autoresponder service to collect email addresses of registrants (Aweber, Ontraport, InfusionSoft, GetResponse, etc.)
- Prepare lead capture page with signup form and incentive (if necessary) to collect Webinar registrants.
- If using LeadPages integrate AR service and webinar service (GoToWebinar or other webinar software) to add registrants to your email list.
- Prepared the thank you page with link to freebie (incentive) as well as time/date/place info and social media plugins, for sharing.
- Created page for housing and archiving my live streaming, finished and recorded webinar.
- Activated capture/thank you pages.
- Checked all links and pages in your webinar launch funnel.

Promotion:

- Created a Facebook webinar Page.
- Prepared a promotional marketing campaign.
- Created custom hashtag.
- Set up and linked social plugins, for sharing.
- Other _____
- Created 7-day promo emails and set in auto responder.
- Customize your messages, then pre-load them as BROADCAST messages and manually send them out on the respective promo day.
- Crafted reminder emails

- Set up Social ads and Branded Images.
- Facebook
- Instagram
- Pinterest
- Twitter
- LinkedIn
- Other _____
- Scheduled Blog Posts.
- Announcements.
- Press Releases.
- Video Teasers.
- Instagram.
- YouTube
- Blog
- Other _____
- I have optimized my posts and landing page with my webinar keywords.
- I am marketing for opt-ins consistently each day.

Launch:

- I have prepared Twitter tweets and reminders.
- I have prepared Facebook posts and links.
- On morning of Hangout, send reminder to current registrants.

- Sent another reminder via phone blast in afternoon if you are collecting phone numbers on your webinar registration form.
- Send reminder 1hr before start time.
- Send reminder at start of Hangout.

Post Hangout Follow-up

- I have sent Twitter and Facebook thank yous and posts.
- Sent post-hangout surveys, if created.
- Sent post-hangout emails.
- Prepared the hangout for twenty-four hour replay, if promised.

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BRAND SOCIAL: SOCIAL MEDIA TOOLS

BRAND SOCIAL TOOLS

RiteTag's hashtag search

Knowem

BuzzSumo

When Facebook's profile picture changes, update Twitter profile picture.

Buffer's social media management tools

	A	B	C	D	E	F	G	H
1	TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
2	6:00 AM	MTQ	MTQ	MTQ	MTQ	MTQ	MTQ	MTQ
3	7:00 AM	MIQ	MIQ	MIQ	MIQ	MIQ	MIQ	MIQ
4	9:00 AM	MM	BLOG POST/PROMO	BLOG POST/PROMO	BLOG POST/PROMO	#FACEBOOK FRIDAY	BLOG POST/PROMO	MIQ
5	11:00 AM	TOD	TOD	TOD	TOD	TOD	TOD	TOD
6	1:00 PM	CHALLENGE	QUESTION	BLOG POST/PROMO	CHALLENGE	BLOG POST/PROMO	QUESTION	CHALLENGE
7	4:00 PM	BLOG POST/PROMO	PROMO/LIST BUILDER	MTQ	PROMO/LIST BUILDER	MTQ	BLOG POST/PROMO	PROMO/LIST BUILDER
8	7:00 PM	MIQ	MIQ	MIQ	MIQ	MIQ	MIQ	MIQ
9	9:00 PM	MM	CHALLENGE	MTQ	MTQ	CHALLENGE	MTQ	MIQ
10	11:00 PM	BLOG POST/PROMO	MTQ	BLOG POST/PROMO	MTQ	BLOG POST/PROMO	MTQ	BLOG POST/PROMO
11								
12								
13		Motivational Text Quote (MTQ) * Motivational Image Quote (MIQ) * Werk It Wednesday Video (WIW) * Tip of the Day (TOD) * Motivational Monday Post (MM) * Blog Post						
14								

Andrea's Stick To It Social Media Schedule

BRAND RESOURCES

HOW TO SET UP A WORDPRESS BLOG IN 5 MINUTES

<http://andreabolder.com/start-your-wordpress-blog>

For a complete list of brand tools visit

<http://andreabolder.com/brand-tools>