

PERSONAL BRAND CHECKLIST

By Minara Jahan – Blogger | Affiliate Marketer | Social Media Expert

1. DEFINE YOUR UVP (WHAT MAKES YOU UNIQUE?)

☐ Ask: "What can I teach that others can't?"

☐ Use my formula:

"I help [audience] achieve [result] by [your method]."

☐ Example:

"I help coaches book high-ticket clients using LinkedIn—without cold DMs."

✓ STEP 2: PICK 1-2 PLATFORMS & DOMINATE THEM

☐ B2B? → LinkedIn + Pinterest

☐ B2C? → Instagram Reels + TikTok

☐ Bloggers? → Pinterest + SEO Blogging

☐ My Pick: Pinterest (SEO) + LinkedIn (Authority).

✓ STEP 3: CREATE CONSISTENT CONTENT (WITHOUT BURNING OUT)

☐ Repurpose 1 piece → 10+ posts

(e.g., blog → Twitter thread → carousel)

☐ Batch-create weekly (2 hours = a month of content)

☐ Use AI tools:

- ChatGPT (ideas)
- Canva (graphics)



PERSONAL BRAND CHECKLIST

By Minara Jahan – Blogger | Affiliate Marketer | Social Media Expert

✓ STEP 4: MONETIZE EARLY (DON'T WAIT FOR "PERFECT")

- ☐ Start with affiliate marketing (promote what you use)
- ☐ Sell a low-cost digital product
(10–50e–book/template) ☐ Offer * * 1:1 coaching * * (even at 10–50e–book/template)
- ☐ Offer * * 1:1 coaching * * (even at 50/session to start)

✓ STEP 5: TRACK & ADAPT (2025 WILL CHANGE FAST)

- ☐ Check Google Analytics + platform insights weekly
- ☐ Pivot quickly (if a platform dies, shift to trends)
- ☐ Test new formats (AI avatars, interactive content))

🎯 FINAL CHALLENGE

- ☐ What's your #1 branding hurdle?
 - "I don't know my niche!"
 - "I'm scared to put myself out there."
 - "I don't have time to post consistently."



Reply to me on happyminarajahan@gmail.com
–I'LL HELP!