

# Personal Marketing Jumpstart Guide

Think about who you are-- start with 5 connection points. Unique things about you and your story that will connect with others.

## Who Are You?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### **BIGGEST MISTAKE:**

Trying to be someone else or be like everyone else. The whole point of this is to be genuine, not just to say you like something you think you should. I would love for my #1 to be "European Travels" but I have two kids and live in a tiny town in West Virginia that is three hours from an airport, and that is not really on our list as much as trips to Chick-Fil-A and weekends at the beach.

# WAYS TO SHARE CORE FOCUS FOR FREE

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## FACEBOOK

- friend clients
- share personal posts
- share blog posts
- share selfies with clients
- share publications
- create an exclusive Facebook community
- share client reviews
- share announcement when new clients become a part of community
- genuinely engage with clients- current, past, and potential

## INSTAGRAM

- friend clients
- share personal posts
- share stories on insta stories
- share blog posts
- engaging reels
- go live with followers
- share behind the scenes videos of clients having fun
- share selfies with clients
- share publications
- share client reviews
- share announcement when new clients become a part of community
- genuinely engage with clients- current, past, and potential

\*bonus tip: make the most out of your content by re-purposing and sharing across all platforms- Facebook, Instagram, Pinterest, and your blog

# READY TO START PERSONAL MARKETING?

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Download your own KWP weekly and monthly content calendar to keep you on track!

