

ANNULYSSE BRANDING

30-Day Personal Brand Action Plan

A step-by-step guide for founders ready to go from invisible to intentional.

How to Use This Guide

This guide is designed to be worked through one week at a time. Each week has a clear focus, daily or weekly tasks, and reflection prompts to help you stay on track. You don't need hours each day — most tasks take 15 to 30 minutes. What matters most is showing up consistently.

30	4	20+	1
Days	Weeks	Action Tasks	Brand Built

WEEK

1

Audit & Define

Know where you stand before you build

WEEKLY FOCUS

Before you create a single post, you need a clear picture of where your brand stands today and where you want it to go. This week is about laying the strategic foundation that everything else builds on.

YOUR TASKS THIS WEEK

1

Google Yourself

Search your full name and your name + industry. Screenshot the first page of results. This is your baseline — what strangers currently find when they look you up.

2

Define Your Niche

Complete this sentence: I help [specific audience] achieve [specific outcome] through [your unique approach]. Keep refining until it feels specific enough to be useful.

3

Choose Your 3 Topics

Pick three content pillars you will own. These should sit at the intersection of your expertise, your audience's pain points, and what you genuinely enjoy talking about.

4

Identify Your Platforms

Choose one or two platforms where your audience actually spends time. For B2B founders, LinkedIn is essential. Commit to depth over breadth.

5

Study 3 Founders You Admire

Find three founders in your space with strong personal brands. Analyze what makes their brand work — voice, content type, consistency, visual style.

Pro Tip

Your niche will feel too narrow. That's correct. The riches are in the niches — the more specific you are, the faster the right people find you.

WEEKLY REFLECTION

- Can I explain my niche in one clear sentence?
- Do I know which 3 topics I'll consistently cover?
- Have I identified my primary platform?

WEEK

2

Optimize Your Presence

Make every profile work harder for you

WEEKLY FOCUS

This week you're making sure every platform presence clearly communicates who you are, who you help, and why someone should follow or connect with you. Your profile is your first impression — make it earn attention.

YOUR TASKS THIS WEEK

1

Rewrite Your LinkedIn Headline

Move beyond your job title. Use the format: I help [audience] do [outcome]. Lead with value, not your role. This is the most-read line on your profile.

2

Update Your Bio Everywhere

Rewrite your bio on every active platform using a consistent voice. Include your niche, one credibility signal, and a clear call to action.

3

Choose a Professional Photo

Use the same high-quality, well-lit headshot across all platforms. Consistency in visuals builds recognition. A clear face photo outperforms logos for personal brands.

4

Pin Your Best Content

If the platform allows it (LinkedIn, X, Instagram), pin your strongest post or a clear introduction to the top of your profile.

5

Build Your Featured Section

On LinkedIn, add 2–3 links in the Featured section — your best article, a media mention, your website, or a lead magnet.

Quick Win

Update your email signature this week too. Include your title, website, and one social link. Every email is a brand touchpoint.

WEEKLY REFLECTION

- Does my headline communicate value, not just my title?
- Is my bio consistent and clear across all platforms?
- Would a stranger understand what I do in 10 seconds?

WEEK

3

Start Creating

Publish before you feel ready

WEEKLY FOCUS

This week you publish your first five pieces of content. The goal is not perfection — it's momentum. Every post teaches you something about your audience, your voice, and what resonates. You cannot learn this without starting.

YOUR TASKS THIS WEEK

1

Write Your Founder Story Post

Share why you started your company. What problem were you solving? What did you see that others didn't? This is your most important post — it humanizes your brand.

2

Share a Lesson From This Week

Document something you learned, decided, or solved in your business this week. Real-time insights perform better than generic advice.

3

Post a Contrarian Take

Share something you believe about your industry that most people get wrong. Bold perspectives build audiences faster than safe ones.

4

Create a 'How I Do It' Post

Walk your audience through a process, framework, or system you use in your work. Practical content gets saved and shared.

5

Engage With Your Community Daily

Spend 15 minutes each day leaving genuine, thoughtful comments on posts from peers, potential clients, and industry voices. This is how you get discovered.

Content Hack

Keep a running note on your phone called 'Content Ideas.' When you explain something to a client, a team member, or a peer — write it down. That's a post.

WEEKLY REFLECTION

- Did I publish at least 3 posts this week?
- Am I documenting content ideas as they come up?
- Did I engage with my community daily?

WEEK

4

Build & Measure

Engage deeply and review what's working

WEEKLY FOCUS

In week four you shift from just creating to creating with intention. You'll review your early results, double down on what's resonating, and put systems in place to stay consistent beyond this 30-day plan.

YOUR TASKS THIS WEEK

1

Review Your Analytics

Look at which posts got the most impressions, engagement, and profile visits. Identify one pattern in your top performers. More of that.

2

DM 5 People You Want to Know

Send a short, genuine message to five people in your space — no pitch, just connection. Reference something specific they posted or built.

3

Repurpose Your Best Post

Take your top-performing post and reformat it. Turn a LinkedIn post into a carousel, a thread into a blog intro, or a long post into three short ones.

4

Set Your 90-Day Content Calendar

Block time each week for content creation. Decide how often you'll post and what types of content you'll rotate. Treat it like a client commitment.

5

Write a 30-Day Reflection Post

Share what you learned about building your brand this month. Vulnerability and honesty perform exceptionally well — and it closes the loop for your audience.

Remember

Consistency beats virality every time. One viral post won't build your brand. Thirty days of showing up will. Keep going.

WEEKLY REFLECTION

- Do I know which content type performs best for me?
- Have I built any new relationships this month?
- Do I have a content plan in place for the next 30 days?

What Comes Next

You made it through 30 days. Here's how to keep the momentum going:

- **Set a 90-day content goal** Decide how many posts per week you'll commit to and put it on your calendar like a meeting.
- **Identify your top 3 performing posts** Look at your analytics. What resonated most? Do more of that.
- **Pitch yourself somewhere new** A podcast, a panel, a guest blog. Put your brand in a new room.
- **Revisit your positioning** Does your bio, headline, and content still reflect where you're headed? Update what doesn't fit.
- **Build your email list** Social media is rented land. Start capturing your audience somewhere you own.

"Personal branding isn't about vanity. It's about ensuring that when the right opportunity comes knocking, the person on the other side already knows who you are and why they should trust you."

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