



*Your Personal Brand*

**ACTION PLAN**

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*Tick which of the below are essential for you to put in place.*

- Conduct a brand performance appraisal.
  - Do a Brand Evolution - (small tweaks to make my brand more competitive and relevant).
  - Do a Brand Revolution - (totally re-invent my brand).
  - Map out business/career vision for next 2 years.
  - Identify brand values.
  - Define brand personality.
  - Discover brand "blind spots"
  - Apply the 7 essentials of a powerful brand.
  - Determine my brand "superpower".
  - Update parts or all of my image and look.
  - Identify the "gaps" in my wardrobe.
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- Determine what colors suit me best.
  - Do an online brand analysis.
  - Claim my online domain name.
  - Write a killer online profile.
  - Create a personal website.
  - Identify 2 top social media platforms I need to rock in.
  - Achieve all-star status on LinkedIn.
  - Create a high Social Selling Index on LinkedIn.
  - Work on business etiquette improvements - smartphone, email, open plan.
  - Rate and enhance my circle of influence.
  - Sign up to ideal target / industry associations, conferences, meet-ups, mixers.
  - Attend at least 1 network event per week.
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- Create my wish list in the 7 areas of my life.
- Design a vision board.
- Read the Big Leap - Gay Hendricks.
- Identify and eliminate my Upper Limit problem.
- Get out of the way of my full potential.

Now prioritise the ticked ones by  
placing  
a number next to them.

Number 1 will be the most important.

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## WRITE 1 - 5 BELOW

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

Add a completion date for each one. above.  
Once you have completed your 1-5 action list ,  
add any previously ticked action goals.  
Do this until you have achieved all your ticked  
action goals.

If you need any assistance along the way connect with us on  
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