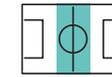
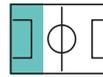


PERSONAL DNA: PACKAGES



TURN YOUR PROFILE IN TO AN ASSET CONTENT CREATION

DEFENSE

MIDFIELD

STRIKER

SOCIAL PLATFORMS

• Twitter	2 tweet per day	✓	✓	✓
• LinkedIn	1 post per day	✓	✓	✓
• Instagram	1 post per day	✓	✓	✓
• Word press blog	1 every week	✓	✓	✓
• You Tube	1 bespoke per month	✓	✓	✓
• Article videos	1 per month			✓
• How to videos	1 per month			✓
• Brand Community	1 per day			✓

OTHER PEOPLE'S SOCIAL PLATFORMS

• Joining groups on line		✓	✓	✓
• Starting conversations to drive traffic to you		✓	✓	✓
• Linked In		✓	✓	✓
• Instagram		✓	✓	✓
• Actively sharing in communities		✓	✓	✓

MEDIA

• Articles 1 per month			✓	✓
• On line press 3 per month – articles or interviews			✓	✓
• Off line press 1 per month				✓
• TV Channel Filming at all speaking engagements			✓	✓
• Your own blog 1 per week			✓	✓
• Pod Cast 1 per month			✓	✓

SPEAKING

• External speaking 1 per month (filmed to use as a viral)			✓	✓
• Speaking at Conferences 1 per quarter				✓

TV APPEARENCE

• Spokesperson / Authority minimum 1 per quarter				✓
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MEDIA TRAINING / PRESENTATION COURSE - FIND A PROGRAM TO GET PRESENTATION SKILLS TRAINING ON:

1. TV - for interview				
2. Speaking on stage - public speaking				
3. Webinars / Conferences on line				✓

IMPLEMENTATION DAY

• 1 Implementation Day per quarter to create content for your social media person & review the growth and how your voice is working online		✓	✓	✓
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BUILD YOUR BRAND • GROW YOUR BUSINESS • IMPACT AN INDUSTRY • SHIFT THE WORLD

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