

DRIVE

BE YOU NOW



DRIVE

THRIVE

URSULA KELLY

PERSONAL BRAND COACH + CONTENT CREATOR

THRIVE

LET'S
GO!

10

LIGHTS, CAMERA, ACTION!



@URSULAKPHOTO

VISUALS

2

GO CREATE
YOUR
SELFIE STORIES
YOUR LIVES
AND CREATE THAT
KNL THAT ONLY YOU
CAN

#GETVISIBLEGETCLIENTS

VISUALS + CONTENT

FOLLOWING ON FROM VISUALS IN WEEK 9

NOW YOU CAN THINK ABOUT CREATING CONTENT, SELFIES + LIVES

YOUR CONTENT IDEAS:

Choose the five elements or themes that combine your brand icons, energy, emotion, and what you stand for. What answers did you find last week?

How would others describe you and what do you love to do?

What is important to you that will resonate with your ideal client?

(travel / cooking / clients / motivation / family)

ASK YOURSELF:

- WHAT STORIES CAN YOU TELL THAT INCORPORATE YOUR THEMES ABOVE?
- WHAT IS SOMETHING THAT YOU WANT YOUR FOLLOWERS TO KNOW ABOUT YOU?
- HOW CAN YOU EDUCATE + ENTERTAIN?
- WHAT VISUAL STORIES OR IMAGES CAN YOU SHARE AROUND THESE FIVE THINGS PETS, KIDS, HOME, FAVORITE PLACE TO BE, THINGS YOU CARE ABOUT, BOOKS YOU HAVE OR ARE READING. WHAT CAN PEOPLE LEARN ABOUT YOU FROM YOUR POSTS?

BEFORE YOU SHARE ASK YOURSELF:

- DOES THIS MATTER TO MY IDEAL CLIENT + WHY?
- AM I DOING THIS STORY JUSTICE?
- IS THIS POST SERVING ANYONE OTHER THAN ME?

VISUALS

ACTION & ASK YOURSELF:

- WHAT STORIES CAN I TELL THAT INCORPORATE THE THEMES ABOVE I CAN SHARE IN MY WORK?
- CAN I SHARE A CLIENT'S TESTIMONIAL, STYLE IT IN A NEW WAY, USING MY BRAND FONTS AND COLORS?
- START CREATING A VAULT OF IMAGES OR A LIBRARY ON YOUR PHONE AND FIND WAYS OF CREATING SOMETHING THAT HAS A STORY BEHIND IT (SILLY, SINCERE, SALES)
- START THINKING HOW CAN I SHOW ME? WHETHER YOU HAVE TO TAKE A SELFIE, GRAB YOUR CLIENTS, KIDS, OR PET OR SET UP A SELF-TIMER, YOU NEED TO BE SHOWING UP IN YOUR FEED. AT LEAST ONCE A WEEK. DON'T OVERTHINK IT. JUST DO IT.
- GIVE YOUR FOLLOWERS A SNEAK BEHIND THE SCENES! SO THEY CAN GET TO KNOW MORE ABOUT YOU. WHAT DOES YOUR WORKSPACE LOOK LIKE? WHAT DO YOU DO EACH DAY? PEOPLE LOVE TO SEE HOW YOU DO WHAT YOU DO!
- TELL SOME STORIES ABOUT YOU WHY YOU DO WHAT YOU DO, HOW YOU STARTED, WHY YOU CARE, SHARE YOUR PETS, KIDS, HOME, FAVORITE SECRET SPOT, THE BOOKS YOU'RE READING.
- IT JUST HAS TO BE REAL AND YOU. BE YOU NOW!

VISUALS + CONTENT

FOLLOWING ON FROM VISUALS IN WEEK 9

NOW YOU CAN THINK ABOUT CREATING CONTENT

YOU REALLY ARE READY TO AND WANT TO CREATE A KNOW-LIKE-AND-TRUST FACTOR

SO NOW YOU NEED TO HELP YOUR IDEAL CLIENT DO THIS WITH YOU

IF YOU'RE ONLY SHARING YOUR WORK, IMAGES OF YOUR WORK THEN YOU'RE LIMITING YOUR REACH TO ONLY THE PEOPLE WHO NEED WHAT YOU HAVE TO OFFER RIGHT HERE + NOW

IF YOU ARE CREATING A K.L.T. (KNOW, LIKE, TRUST) THEN YOU ARE BUILDING RELATIONSHIPS & RELATIONSHIPS TAKE TIME TO BUILD.

PEOPLE ARE WATCHING FROM THE SIDELINES! HELP THEM GET TO KNOW YOU FROM YOUR POSTS.

REMEMBER:

- COMMUNITY
- CONNECTION
- COLLABORATE
- THEN CONVERT TO YOUR IDEAL CLIENTS

NOTES



NOTES

A large, empty white rectangular area intended for taking notes.

NOTES



LET'S
GO!

10

LIGHTS, CAMERA, ACTION!



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