



ELEVATE & RESONATE WORKBOOK

Your Companion Guide for Advanced
Personal Branding

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SORAYA HERBERT

Digital Media Strategist

Hey there, I'm Soraya, your go-to expert in digital media marketing. With over eight years of experience, I specialize in crafting innovative strategies that boost brand growth and audience engagement. I'm not just about numbers; I bring a unique blend of creativity, strategic storytelling, and a vibrant personality to the table. Plus, as a skincare enthusiast, I've successfully launched my own beauty brand, Su Beauty. If you're looking to amplify your digital presence and connect with your audience in meaningful ways, let's make it happen together!

WELCOME TO ELEVATE & RESONATE

LET'S BREAK SOME LIGHT ICE WITH GETTING TO KNOW YOU

Name

Title/Role

If you could Choose a superpower what would it be?

What do you hope to learn in this session?

PERSONAL BRANDING DEEP DIVE

DISCOVER YOUR PERSONAL BRAND

Please write 12 words that you feel describe you best.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

PERSONAL BRANDING DEEP DIVE PART II

REFLECTION SPACE

Why did you choose each word

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

BREAKOUT SESSION

ELEVATOR PITCH CREATION

Group Activity: Divide participants into breakout rooms.

Activity Task: Each group creates an 'elevator pitch' that succinctly describes their professional persona.

Objective: Create a concise and compelling elevator pitch that effectively communicates one's professional brand.

Brainstorming:

- Reflect on your key strengths, skills, experiences, and what makes you unique in your field.
- Think about your goals or what you want your audience to remember or do after hearing your pitch.

Drafting the Pitch:

- Start with a catchy introduction to grab attention.
- Clearly state what you do and your unique approach or achievements.
- End with a clear goal or call to action.

Practice:

- Rehearse your pitch. Try to make it sound natural and engaging.
- Focus on clarity and enthusiasm.

Presenting :

- Participants take turns delivering their pitch to the group.
- Encourage feedback from the group for each pitch.



BREAKOUT SESSION

ELEVATOR PITCH CREATION

LET'S GET WRITING!



NOTES:

An elevator pitch should include who you are, what you do, your unique value proposition, and your goal or ask. It should be short (about 30-60 seconds).

LINKEDIN PROFILE OPTIMIZATION

ACTIVITY SPACE: LINKEDIN PROFILE CHECKLIST

COMPLETED

1	Professional Profile Picture	<input type="checkbox"/>
2	Engaging Headline	<input type="checkbox"/>
3	Compelling Summary	<input type="checkbox"/>
4	Updated Experience Section	<input type="checkbox"/>
5	Relevant Skills & Endorsements	<input type="checkbox"/>
6	Diverse Recommendations	<input type="checkbox"/>
7	Customized URL	<input type="checkbox"/>
8	Curated Featured Content	<input type="checkbox"/>
9	Listed Accomplishments	<input type="checkbox"/>
10	Industry-Relevant Interests	<input type="checkbox"/>

Tips and Tricks:

- Be Authentic
- Use Keywords
- Stay Active
- Visual Appeal
- Networking
- Privacy Settings



GAMETIME

WHO IS YOUR AUDIENCE?

DESCRIBE YOUR IDEAL AUDIENCE.

[Pink rectangular area for describing the ideal audience]

WHAT ARE THEIR MAIN INTERESTS AND NEEDS?

[Pink rectangular area for listing main interests and needs]

WHAT ARE THEIR KEY CHARACTERISTICS?

[Pink rectangular area for listing key characteristics]

Tips and Tricks:

- Listen to your audience's feedback.
 - Stay updated on trends and preferences within your audience.
- Be authentic and consistent in your communication.



SCAN QR CODE



CONTENT BRAINSTORM

Topics



Themes




Content Ideas



Social Media Posts

Your Content Strategy Plan

Posts for:
Frequency of posts:
Goal:

Day	Post Image / Graphic	Caption	Hashtags
1		Write your own caption here for this social media post.	Add hashtags that relate to your social media post here.
2			
3			

Social Media Posts

Your Content Strategy Plan

Day	Post Image / Graphic	Caption	Hashtags
4			
5			
6			
7			

Social Media Posts

Your Content Strategy Plan

Day	Post Image / Graphic	Caption	Hashtags
8			
9			
10			
11			

Social Media Posts

Your Content Strategy Plan

Day	Post Image / Graphic	Caption	Hashtags
12			
13			
14			
15			

KEY TAKEAWAYS FROM THE SESSION

FINAL THOUGHTS & QUESTIONS



THANK YOU!

A big thank you to everyone who joined "Elevate & Resonate." Your participation and insights have truly enriched our session.

Stay Connected

Let's continue our journey on LinkedIn. Connect with me for more on personal and professional branding.

Moving Forward

Remember, your personal brand is your unique story. Keep nurturing it with passion and authenticity.

