

Upgrade Program Brand Plan

Table of Contents

Introduction	2
Objectives	2
Metrics	3
Values	3
Value Analysis	3
Strategies	4
Actions	4
Schedule	5
Predictions	6
Outcomes	6
Assessments	6
Tools	6
Resources	7
Notes	8
Legal	8

Introduction

This document is part of a series of upgrade plans for every [area](#) of your life. It's broadly designed for a single, middle-class, 30-something living in a major city in a developed country.

Brand is a huge deal for some and relatively unimportant for others. It helps to think deeply about what it means to you, both now and in the future. Remember the words of [Warren Buffet](#): "It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

Please go to "File" > "Make a copy" and make a copy of it for yourself. Then fill it out section by section according to your particular needs and circumstances. Perhaps add sections or items, delete them, change the order, and so on.

Your aim should be to make the plan as applicable and useful to you as possible. You should not follow the plan blindly—think it through for yourself.

Note that this process might be challenging. You might need to teach yourself things you aren't very knowledgeable about yet. You might feel like you need to do preliminary work in a different life area first. That's okay. Figure out broadly what makes sense for you, operationalize that understanding as specific actions in the [Actions](#) section, and then do them.

If it feels overwhelming, just start with the parts you find most valuable and do what you can. Tackle the rest over time. It may also help to set aside a dedicated [day](#) to work exclusively on this by yourself or with friends. Or you may choose to enlist an [UP Coach](#) to co-design and execute this plan alongside you.

Epistemic Status

This is an overview of how confident the principal [author](#) is in this plan.

- Generally moderate confidence in plan
- Based on 50+ direct study of the literature, engaging with six brand experts personally and professionally, and 500+ hours of direct implementation (e.g., was in top 10 of Google search for "getting stuff done" at one point, received ~50 media mentions, etc.)

Objectives

Decide what objectives you have with this plan and rank them in order of importance. Below are some sample objectives.

1. Become top of mind for [Topic]
 - a. Rank #1 in Google for [Topic]
 - b. Retain #1 in Google for [Topic]
2. Become a well-regarded media figure
 - a. Achieve 1M+ views through media channels
 - b. Achieve 500+ media mentions
 - c. Receive 5+ speaking invitations per week
3. Develop world-class website
4. Develop world-class social media profiles across key platforms
5. Convert 1%+ of visitors to website to email list
6. Convert 1%+ of visitors to social media platforms to followers

Metrics

Decide what metrics you will use to evaluate the effectiveness of this plan. Also include the frequency in which you'll evaluate those metrics. For example, ad hoc, once, hourly, daily, weekly, monthly, quarterly, annually or per decade. Below are some sample metrics.

- Brand Rating: How would you rate your personal brand, on a 1-10 scale?
- Google Ranking for [Topic]
- Website Unique Visitors
- Media Mentions
- Speaking Invitations
- Facebook Followers
- Twitter Followers
- Instagram Followers
- YouTube Subscribers / Views
- TikTok Followers / Views
- Quora Followers / Views
- [Relevant Community] Followers

Values

List all of your relevant values and rank them in order of importance. Below are some sample values.

1. Brand integrity
2. Maximum reach
3. Moderate safety
4. Moderate privacy

Value Analysis

List and then analyze all of the costs and benefits of this plan. Potentially also estimate expected value, cost-benefit, return on investment, and/or net present value.

- Time costs: 1 - 10,000 hours
- Financial costs: \$0 - \$100,000 dollars (e.g., agencies/agents, publicists, ghost writers, website creation, events, experts, books, tools, etc.)
- Benefits: \$X in potentially extremely large objective and subjective benefits (e.g., fame, status, funding, citations, community and event invitations, etc.)

Strategies

Decide on your high-level strategies for achieving your objectives. Below are some sample strategies.

Key People

- Do the work on your own
- Outsource some or most of the work to experts (e.g., agencies/agents, publicists, ghost writers, etc.)
- Outsource some or most of the work to assistants

Key Timings

- Allow brand to organically develop over time
- Aggressively build brand as quickly as possible (e.g., newsjacking, etc.)

Approaches

- Become as recognizable and respected as possible
- Minimize brand as much as possible (either temporarily or permanently)

Actions

List the specific actions you will take to achieve your objectives. You should add these tasks to your project management system unless you are choosing to do them now. Below is an example sequence of actions you might take.

1. Describe your [mental model](#) of your brand
 - a. Create a visual representation from memory without referencing this plan or outside sources of information
 - b. Create a new visual representation after thoroughly studying this plan and any relevant sources of information
 - c. Pay special attention to the improvements in the second version as incorporating those new insights may be crucial to the success of your plan
2. Finish every section of this plan, including the [assessments](#), [tools](#), and [resources](#) below
3. Do [UP Self-Model](#) to get a clear idea of who you are and who you choose to be
 - a. Aim to represent yourself as clearly and authentically as you can
4. Consider creating a brand or stage name or change your legal name to a more popular or private name

To increase brand:

5. Use [SelfStir](#) or similar to get 360 feedback to generate insights into how you are currently viewed
6. Develop a list of brands that may serve as inspiration for you
7. Define your topic that you will become top of mind for
 - a. Pick a topic in which you should be able to reach #1 ranking in Google, secure all relevant [website domains and accounts on social media platforms](#), and secure appropriate [trademarks](#)
8. Create a list of keywords associated with you and your topic
9. Use [Google Alerts](#) to monitor your name and keywords
 - a. React as appropriate to opportunities and challenges
10. Use the Content Analyzer of [BuzzSumo](#) to see which keywords, headlines, and types of content receive the most engagement
11. Create a brand overview document
 - a. Consider developing your brand such that you're perceived almost like a friend or family member in the eyes of your audience—it should be clear, engaging, and unique
 - b. Consider including a vision, mission, mantra, slogan, keywords, one-liner, biography, personas, and target audience
 - c. Consider including clear design guidelines that differentiate what is on or off brand
12. Create one or more websites around your topic

△UPGRADABLE

13. Create social media profiles around your topic
14. Create a marketing channels database around your most effective marketing channels
15. Begin tracking all relevant metrics
16. Begin creating substantially useful or entertaining and differentiated content
 - a. In general, this should be at least 20% novel (i.e., it shouldn't exist on the Internet yet) or it should be best in class (i.e., it's the single best resource on the Internet)
17. Populate your content throughout your website, social media profiles, and other marketing channels
 - a. Use a content management system to automate some to all of the content (e.g., [Hootsuite](#))
18. Consider speaking as much as possible in high-value venues and media outlets
19. Consider writing and publishing studies around your topic
20. Consider writing and promoting books around your topic
21. Consider starting in movies and other media around your topic
22. Consider earning relevant credentials around your topic
23. Continue to develop your brand as needed
24. Improve your [appearance](#)
25. Improve your [communication skills](#)

To decrease brand:

26. Remove any undesired content on any platform you have access to
27. Request WaybackMachine [remove undesired content](#)
28. Request other individuals and organizations remove undesired content on their platforms
 - a. Be as kind as possible, but don't expect to remove all of it

Schedule

Decide on which days you will take which actions. You should add these dates to your calendar now.

- [Date]: Finalize plan
- [Dates]: Execute plan
- [Dates]: Review plan's outcomes

Predictions

Predict how well you will do in achieving your objectives.

- [Name]: I predict with [X]% confidence that I will [Y] by [Z].
- [Team Member's Name]: I predict with [X]% confidence that [Name] will [Y] by [Z].
- [Team Member's Name]: I predict with [X]% confidence that [Name] will [Y] by [Z].

- Combined: We predict with an average [X]% confidence that [Name] will [Y] by [Z].

Outcomes

Objectively record how well you achieved your objectives.

- [Date #1]: [Outcomes]
- [Date #2]: [Outcomes]
- [Date #3]: [Outcomes]
- [Date #4]: [Outcomes]
- [Date #5]: [Outcomes]
- [Date #6]: [Outcomes]
- [Date #7]: [Outcomes]
- [Date #8]: [Outcomes]
- [Date #9]: [Outcomes]
- [Date #10]: [Outcomes]

Assessments

List all of the assessments you might take to understand how you're doing compared to your objectives.

-
-
-

Tools

List all of the tools you might use to achieve your objectives. Below are some sample tools.

- [Academia.edu](#)
- [BuzzSumo](#)
- [Canva](#)
- [Clubhouse](#)
- [Facebook](#)
- [Dreamhost](#)
- [Empire.Kred](#)
- [Google Alerts](#)
- [Hootsuite](#)
- [Hootsuite Insights](#)
- [HumanIPO](#)

△UPGRADABLE

- [Instagram](#)
- [LinkedIn](#)
- [Medium](#)
- [Mention](#)
- [Meetup](#)
- [Mighty Networks](#)
- [Namech_k](#)
- [Personal AI](#)
- [Pinterest](#)
- [Quora](#)
- [ResearchGate](#)
- [Snapchat](#)
- [Social Blade](#)
- [Social Mention](#)
- [Squarespace](#)
- [TikTok](#)
- [Twitter](#)
- [United States Patent and Trademark Office Trademark Electronic Search System](#)
- [UP Actions](#)
- [UP Assessments](#)
- [UP Curriculum](#)
- [UP Tools](#)
- [UP Appearance Plan](#)
- [UP Communication Plan](#)
- [UP Self-Model](#)
- [Wordpress](#)

Resources

List all of the resources you might use to achieve your objectives. Below are some sample resources.

- [360 feedback](#)
- [Brand Canvas](#)
- [Made to Stick: Why Some Ideas and Others Die](#) (UP Top Pick)
- [Personal shoppers](#)
- [Personal stylists](#)
- [Publicists](#)
- [Speakers bureaus](#)
- [Thought Leadership Machine](#) (source)

Notes

Add any random thoughts, questions, and uncertainties you may have.

-
-
-

Legal

- © 2017 [Upgradable](#). All rights reserved.
- We [do not profit](#) off any product recommendations.
- We declare no conflicts of interest.
- This document is not for commercial re-use.
- This document is intended only for the person it was shared with.
- Please do not share with others.