LoftyBiz 092 · Brand Planner

Build a personal brand that brings business: be known, be known for one thing, then earn trust with proof. Give seventy, ask thirty, and keep a simple scorecard.

These are examples, not promises. The people and businesses are illustrative. Figures are for general business education, not financial, tax or legal advice. Results vary. Your numbers will be different. Systex is our own product. loftybiz.net

1. The one thing you want to be known for

Write it in one sentence. If you talk about everything, you are known for nothing.

My one thing (one sentence)	Where I will show up every week	One partner whose customers m

2. Three stages

Stage	What I will do this quarter	Proof I can show
Be known		
Be known for one thing		
Be trusted, with proof at scale		

3. Ten posts: seven that give, three that ask

#	Give or ask	The post (one sentence)	The one next step
1	Give		
2	Give		
3	Give		
4	Give		
5	Give		
6	Give		
7	Give		
8	Ask		
9	Ask		
10	Ask		

4. Scorecard: reach, influence, direction

Note today's numbers, then compare in three months. Keep this planner, the enquiries and the sources in Systex (our own product). You can find Systex at loftybiz.net, or click the link in the description.

Date	Reach (how many local people saw the work)	Influence (questions or shares)	Direction (site visits or booking
Today			
In 3 months			

Worked examples in the video (illustrative only): Tavita, landscape design studio, Apia; Oksana, optician's shop, Lviv. Typical project about $2,500; glasses about $120. These are examples, not promises.

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