

Profile builder worksheet Tool

Idea	Worth doing yes / no	Who do I need to discuss with	What can I do	When can I complete
Blogging on your company website				
Blogging on others websites as a guest				
Video blogging (Vlogging)				
Writing articles on media sites				
Newsletter				
Social media - LinkedIn, Facebook, Twitter etc				
Speaking at industry events				
Speaking at events outside your industry				
Media quoting as an expert				
Industry leadership and volunteering				
Industry media publications				
Charity and not-for-profit work				