

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	<i>No</i>	-	-	-
Blogging on others websites as a guest	<i>No</i>	-	-	-
Video blogging (Vlogging)	<i>No</i>	-	-	-
Writing articles on media sites	<i>Yes</i>	<i>Morgan Freeman</i>	<i>Write on the Huff Post section each month</i>	<i>Next Feb</i>
Newsletter	<i>Yes</i>	<i>Audrey Hepburn</i>	<i>Provide CEO commentary section</i>	<i>August</i>
Social media - LinkedIn, Facebook, Twitter etc	<i>Yes</i>	<i>Jennifer Lawrence</i>	<i>Co-ordinate with CEO update</i>	<i>6 weeks</i>
Speaking at industry events	<i>Yes</i>	<i>Nicole Kidman</i>	<i>October event in the Pacific</i>	<i>November</i>
Speaking at events outside your industry	<i>Yes</i>	<i>Nicole Kidman</i>	<i>Huff Post event</i>	<i>Next Feb</i>
Media quoting as an expert	<i>No</i>	-	-	-
Industry leadership and volunteering	<i>No</i>	-	-	-
Industry media publications	<i>No</i>	-	-	-
Charity and not-for-profit work	<i>No</i>	-	-	-