

# SELLING VS. INFLUENCING

**“** Use social media to impact not impress. **”**

## BUILDING MY BRAND

My 3 pillars:

- 1.
- 2.
- 3.

Content ideas for each pillar:

Pillar 1

Pillar 2

Pillar 3

**TIP:** 90% of your content should be a gift of education to the follower!

**>> ACTION ITEM <<**

PLAN YOUR SOCIAL MEDIA CALENDAR FOR THE WEEK. POST DAILY FROM EACH PILLAR OF YOUR BRAND!

*Jenna*  
RAMMELL

# WHERE IS THE FREAKING TIME?

**“** *A goal without a plan is just a wish.* **”**

Write down your top 3 priorities in order of importance.

1.

2.

3.

Now write the 3 smaller manageable tasks within these priorities.

**PRIORITY 1:**

a.

b.

c.

**PRIORITY 2:**

a.

b.

c.

**PRIORITY 3:**

a.

b.

c.