

1. Define Your Identity

- Pick your **core niche** (money, health, looks, etc.).
 - Decide on your **mission** (what problem you're solving for people).
 - Clarify your **unique angle** (what makes you different from everyone else).
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2. Package Yourself

- Choose your **brand name** (personal name or branded identity).
 - Lock in your **visual identity** (colors, fonts, thumbnail/text style, profile photo).
 - Create a **content positioning statement**: "I help [WHO] achieve [RESULT] through [HOW]."
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3. Content Strategy

- Choose 1–2 main platforms (e.g., YouTube + TikTok).
 - Create **content pillars** (3–4 categories you'll consistently post on).
 - Develop your **signature formats** (series, hooks, editing style).
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4. Build Credibility

- Share **personal stories** and proof (results, case studies, testimonials).
 - Use **authority signals** (press features, collaborations, logos, certifications if applicable).
 - Focus on **consistency** — daily or weekly uploads to build trust.
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5. Grow & Monetize

- Build a **community** (newsletter, Discord/Skool, private group).
 - Create an **entry-level offer** (digital product, coaching, or brand deal).
 - Scale with **systems** (outsourcing editing, content tracking, repurposing).
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6. Long-Term Expansion

- Pivot into **higher-ticket offers** (consulting, masterminds).
- Explore **brand extensions** (products, partnerships, books, merch).
- Cement your **authority** by owning a unique concept or framework.