

Your Cyberpower Brand Workbook part 4

**Welcome to part 4 of your Cyberpower Brand Workbook!
This workbook is designed to build on what you have to make your
brand truly powerful and consistent with what you stand for.
Throughout this workbook each activity is aligned with
the cyberpower brand formula.**

**By working through each activity, you will have a complete guide to
building your power brand that you can implement step by step. The
sessions in section 4 will direct you here to fill out tasks to
complement your learning. You may fill out the workbook
digitally, print the tasks or use the file as a template.**

Good luck!



Session 4.1:

Allocating Talent for Implementation Success


Here is the list of the online tools mentioned in the session:

- Upwork: <https://www.upwork.com/>
- Fiverr: <https://www.fiverr.com/>
- Calendly: <https://calendly.com/>
- [GitLab's compensation calculator](#)

Data Processing Agreements

A data processing agreement is a legally binding contract that states the rights and obligations of each party concerning the protection of personal data. DPAs are required for GDPR compliance, but they also give you the assurance that the data processor is qualified and capable, platforms and remote workers alike. For further information see:

<https://gdpr.eu/what-is-data-processing-agreement/> or [contact us](#).



Session 4.2:

Implementing Professional Onboarding Practices

The Handbook

The handbook should be your single source of truth. It is a resource that your team can refer to for any and all company questions. Make sure everyone has access to it online and real-time, can contribute to it, and that the handbook stays up-to-date. That way you ensure everyone has access to the same information.

To get started we provide you with an outline in a separate PDF in this section.

Start adapting the handbook to your brand and your needs now.

Go to: ...

Session 4.3

Accelerating Growth with Automation

Tools mentioned in session:

- eClincher: <https://eclincher.com/>
- Hootsuite: <https://hootsuite.com/>
- Publer: <https://publer.io/>
- Social Jukebox: <https://www.socialjukebox.com/>
- Zoho: <https://www.zoho.com/>

Social media automation tool comparison for my brand:

Assessment	eClincher	Zoho	Publer	Other
Pros				
Cons				
Other				

Session 4.4:

Celebrating Your Brand Identity & Growth Achievements

Reflect on the following points and capture your findings:

Your

- product (MVP)
- niche audience (IPC)
- market

Your elevator pitch

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Your

- brand voice
- communication guidelines
- metrics
- automation tactics

Your growth strategy

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Finally, reflect on your

- remote business maturity
- onboard and offboarding practices
- digital footprint measures (cybersecurity)
- DPAs (privacy)

Your cybercapacity

Congratulations on your achievements! Carry on the good work. What will be your next big achievement?