

Your Cyberpower Brand Workbook part 1

**Welcome to part 1 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 powerbrand that you can implement step by step. The
sessions in section 1 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 1.1: Visualising Your Brand Success - Elevator Pitch

As presented in the course description, the course builds on the achievements you already have in place or are currently working on.

So, let us recap your story and immediately transform it into your elevator pitch or start with developing it.

For **[TARGET CUSTOMERS]**
Who **[HAVE THE FOLLOWING PROBLEM]**
[OUR PRODUCT] is a **[DESCRIBE PRODUCT OR SOLUTION]**
That provides **[CITE THE BREAKTHROUGH CAPABILITY]**
Unlike **[REFERENCE COMPETITION]**
Our product/solution **[DESCRIBE KEY POINT OF COMPETITIVE DIFFERENTIATION]**.

Type your elevator pitch in the space below
and feel free to reorder, so the structure suits your needs.


Session 1.2: Capturing Your Digital Presence

Take a look at the anonymised example post and guesstimate some of the person's identity elements such as gender, age, ethnicity, and professional background.



Gender:	
Age:	
Ethnicity:	
Professional background:	

Session 1.2: Depicting Your Digital Presence



What do we mean by online presence?

Focusing on intentional information, your online presence is made up of a range of different things, some of which you have more control over than others. In general terms, it is any publicly available information or content that is related to you in cyberspace. That's a very broad definition, and it's broad for a reason. Most people, when they think about their online presence, assume that it only includes things you have chosen to publish yourself on the internet. For example, this includes your:

- social media accounts (Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube etc.);
- website;
- blog;
- accelerator activities (Angel.co etc.);
- education and further development (course certificates etc.).

However, it could also include things others have published about you, such as information or news about you that appears on an organisation's website.

This could be something:

- professional (eg. client endorsements, feature articles about you);
- educational (eg. an award-winning prize);
- related to a sport or hobby (eg. you were part of a running event or a yoga group, you achieved the next level in your mixed martial arts discipline).

In addition, other people's blog posts may mention you, or social media posts may include your name. You definitely have more control over some of those sources than others.

How does your online presence reflect your brand identity?

- Select two of your digital business channels, this can be one social media channel and e.g. your blog or two of your social media business channels.
- Review the last 10 – 15 entries.
- Identify how you present yourself. Focus on the three following aspects:
 - Your appearance.
 - Your continuous learning and development efforts.
 - Your entrepreneurial strength.

**If you have already completed the course
'Quick-start Your Cyberpower,' review your previous findings.**

Digital Channel 1 <i>e.g. blog</i>	Digital Channel 2 <i>e.g. LinkedIn</i>
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Findings	Findings
<i>Appearance</i> <i>This may include photos of yourself (style, location, settings, ...; you may use; logos, icons, emojis etc.)</i>	<i>Appearance</i> <i>E.g. I wear ... I mostly show myself in ... social settings.</i>

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Findings	Findings
<p><i>Life-long learning</i> E.g. My blog entries explain my research findings in plain and simple language. Expand on the 'how'.</p>	<p><i>Life-long learning</i> E.g. Each LinkedIn post illustrates my cybersecurity expertise. Expand on the 'how'.</p>

<p><i>Entrepreneurship</i> E.g. ... shows the positive energy I get from my work by ...</p>	<p><i>Entrepreneurship</i> E.g. My posts feature newly won clients and projects, ...</p>
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Session 1.4: Tightening the Security of Your Brand

Having completed the first section, you now have some suggestions to immediately safeguard your brand. A solid plan will help you implement and update the necessary measures.

My needs	My criteria	My action
<i>Inadvertent sharing</i>		
<i>Managing settings</i>		
<i>Removing geotagging</i>		