



BRAND New Year

*5 Keys to Unlock
Your Brand in 2018
and Beyond*

RESOURCE GUIDE

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Key #1: Be Yourself

Here are a few books and tools to help you be your best self!

1. Sleep video - Here's the link to the video that didn't play. It's a little science-y at the beginning but great insights about sleep!

https://youtu.be/_1V0rDSTC9I

2. Calm app – I swear by the Sleep Stories. There's both a free and a paid version; splurge on the paid version. Trust me.

<https://www.calm.com/>

3. The 30-Day Simplicity Challenge – Follow Emily Ley's tips for 30 days to a more streamlined life. (*Tip: If you want it in e-book format, enter your email in her opt-in box in the sidebar of the blog post.*)

<http://emilyleyblog.com/2016/02/the-el-simplicity-challenge-30-days-of-simplicity/>

4. Here are a few books from my shelves ...

[Polish Your Poise with Madame Chic: Lessons in Everyday Elegance](#)

[The Miracle Morning: The Not-So-Obvious Secret Guaranteed to Transform Your Life \(Before 8AM\)](#)

[How Did I Get Here?: Finding Your Way to Renewed Hope and Happiness When Life and Love Take Unexpected Turns](#)

(Note: These are affiliate links; I earn a small commission if you purchase a book.)

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Key #2: Refine Your Brand

1. 5 Things Successful CEOs Knows About Their Brand

<http://bit.ly/EvolveBrandSuccess>

2. The #1 Branding Essential I Learned at a Fashion Show

<http://www.evolvebrandingdesign.com/the-1-branding-essential-i-learned-at-a-fashion-show/>

Key # 3: Allocate Time to Work on Your Brand

1. How To Design Your Ideal Workday Based On Your Sleep Habits – This is the article I mentioned about using your sleep patterns to find your best time to focus.

<https://www.fastcompany.com/40491564/how-to-design-your-ideal-workday-based-on-your-sleep-habits>

2. Focus Keeper App – Use a free app to stay on task, and give yourself little breaks during the day, too. There are a lot out there; this is the one I use. It's free.

<https://itunes.apple.com/us/app/focus-keeper-free-work-study-timer/id867374917?mt=8>

3. Ben Franklin's Daily Schedule – See how this Founding Father blocked his day.

<https://blog.hubspot.com/sales/benjamin-franklin-schedule>

4. Batching – My friend Dawn Mena wrote a post about how she uses batching.

<http://getcaptivatingcopy.com/how-i-write-20-blog-posts-every-month/>

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Key #4: Narrow Your Focus

If you're focusing on social media where your ideal clients are, but you'd like to improve your skills with specific platforms, here are some options:

1. Shay Cochrane's 5-Day Instagram Challenge – My fave styled stock photographer walks you through 5 basic types of Instagram posts.

<https://www.scstockshop.com/blogs/blog/the-sc-get-social-instagram-challenge-day-1>

2. Melyssa Griffin's Pinterest Strategies

<http://www.melyssagriffin.com/pinterest-strategies/>

3. Twitter Tips

<https://www.forbes.com/sites/kenkroque/2013/08/30/31-twitter-tips-how-to-use-twitter-tools-and-twitter-best-practices-for-business/2/#626b5ed64694>

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Key #5: Develop an Editorial Calendar

1. Later.com – A free social media scheduling app that can post to Facebook, Pinterest, Twitter, and schedule your Instagram posts. They also have awesome tips in their blog!
<http://www.later.com>

2. Asana – A free project management tool
<http://www.asana.com>

3. Asana for Bloggers – An inexpensive, non-nonsense set of tutorials that got me up and running in minutes.
<https://www.moneylab.co/asana/>

4. National Day Calendar
<https://nationaldaycalendar.com/wall-calendar/>

5. *Free* Crazy Holiday Calendar (like National Donut Day)
<http://get.later.com/social-media-holidays/>



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