# Brand to Business: From Visbility to Sustainability

If Instagram disappeared tomorrow, would your business still exist?

## **Owned Platforms:** Your Digital Home Base

**What platforms currently enhance my visibility? Which platforms do I have ownership over? If social media were to vanish tomorrow, what would still be left?**

Goal: This section should provide a detailed brand audit, linking directly to the "Do I currently have" box.

## **Brand Expansion:** Beyond Content Creation

**What do people currently seek from me? Could my brand broaden its scope? Check out the gold box below for insights.**

Goal: This section is intended to serve as an opportunity map.

## **Audience Migration:** Turning Follwer into Community

**How am I currently moving followers into owned spaces? Do I use: IG lives, email opt-ins, Blog CTAs, Free Guides, Events?**

Goal: Practical and Execution-Focused Strategies. What is one NEW strategy I can implement this month?

## **Story-Driven:** Becoming your own Stronget Brand Advocate

**What do I wish to be recognized for beyond just content? What narrative encompasses my brand story? Which distinctive touchpoints make my platform unforgettable?**

Goal: This section aims to facilitate a transformation in mindset from creator to brand builder!

## Do I currently have:

- ☐ Website
- ☐ Blog
- ☐ Podcast
- ☐ Email List
- ☐ Lead Magnet/Freebie
- ☐ Community Hub

Reminder: Social Media is powerful for visibility... but visbiliity alone is NOT sustainability!

## Could my brand expand into:

- ☐ Merchandise
- ☐ Digital Products
- ☐ Workshops
- ☐ Speaking
- ☐ Consulting
- ☐ Community Experiences

Ask yourself: Which brand extension feels most alligned right now?

**#TBEXRICHMONDVA**