

SPRING REFRESH BRAND KIT

Declutter Your
Digital Footprint &
Bloom Online

PERSONAL BRANDING MEDIA

Become. Media

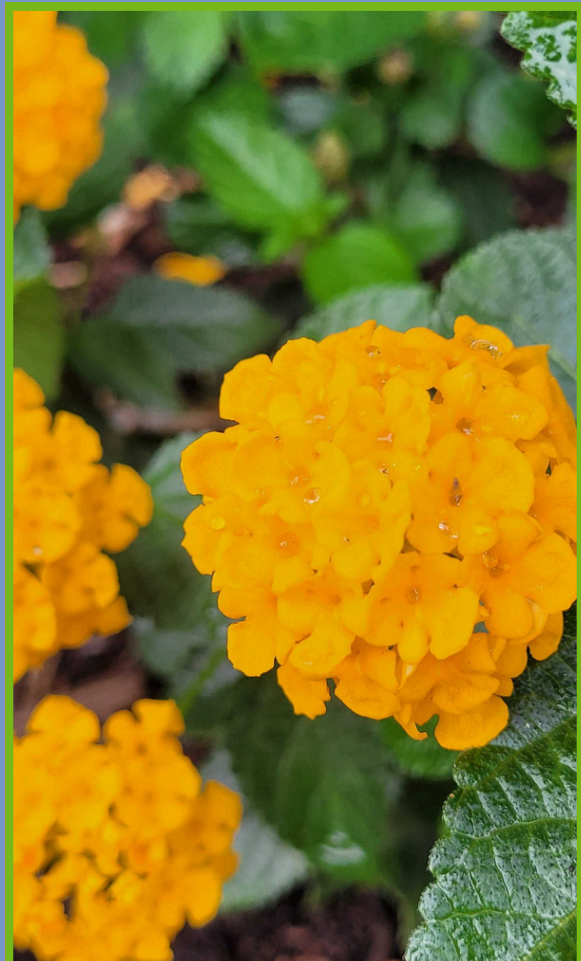


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ABOUT Become.

At Become, we equip you to build a powerful personal brand. We go beyond generic content with a multi-tiered subscription platform designed to unlock your true potential.

Through expert guidance, in-depth resources, and a supportive community, we empower you for professional and personal growth.



THE MINDSET SHIFT

Ready for a Fresh Start?
Let's Declutter Your Mindset.

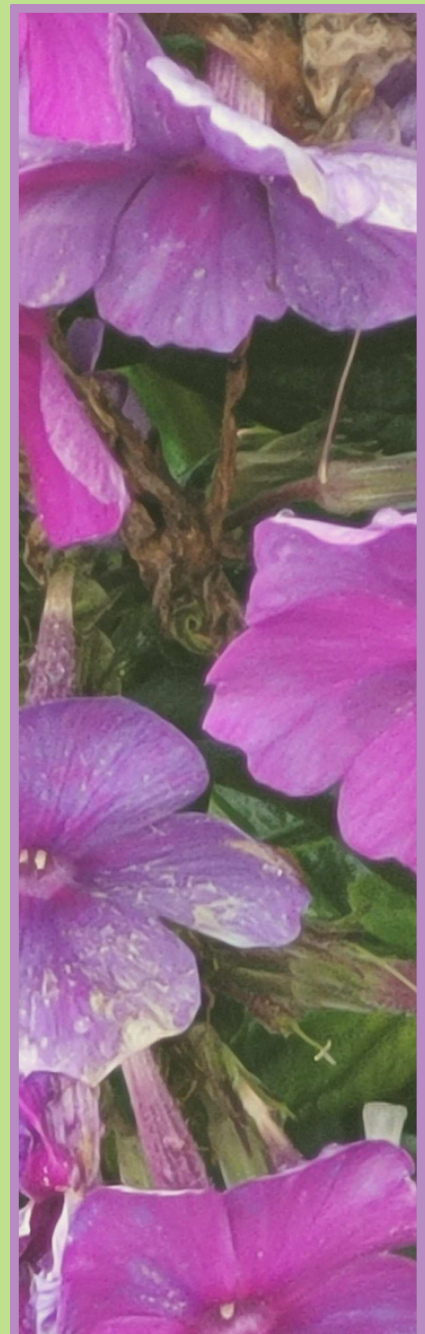
Spring cleaning isn't just about physical spaces. It's about clearing the mental clutter that holds your brand back.

Take a moment to reflect:

- What feels stagnant? What areas of your brand lack energy?
- What's holding you back? Are you clinging to outdated ideas?
- What limiting beliefs surface? What's stopping you from reaching your goals?

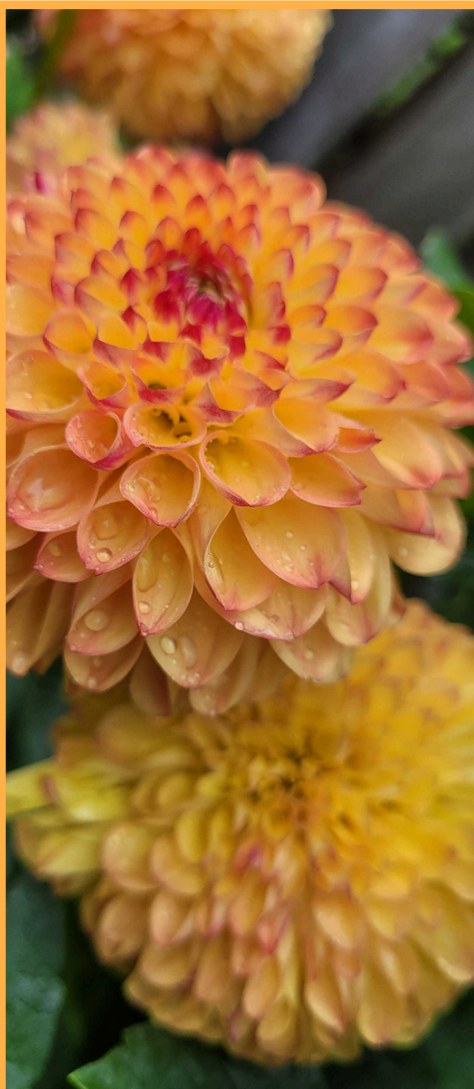


ACTION STEP:
GRAB A PEN AND PAPER. LIST 3 THINGS YOU'RE READY TO RELEASE. LETTING GO IS THE FIRST STEP TO GROWTH.



ENERGETIC RELEASE: DECLUTTER YOUR DIGITAL SPACE

Reclaim Your Digital Energy:
Declutter & Refresh



Your digital space should reflect your best self. Time for a refresh!

- Website/Portfolio: Remove outdated content & broken links.
- Social Media: Unfollow accounts that don't inspire, delete old posts.
- Email: Unsubscribe from noise, organize your inbox.
- Files: Delete old drafts, streamline your digital assets.

ACTION STEP: PICK ONE AREA AND DECLUTTER FOR 15 MINUTES. YOU'LL FEEL LIGHTER INSTANTLY.

CLEAN UP YOUR
SPENDING:

REASSESS
YOUR

BRAND

INVESTMENTS

ARE YOU
INVESTING
WISELY?

WHERE CAN
YOU SAVE?

WHAT NEW
INVESTMENTS
ARE NEEDED?

DIET FOR YOUR BRAND: CONTENT AUDIT

Just like a healthy body thrives on a balanced diet, a thriving brand needs a strategic content plan. It's time for a content audit to assess what's nourishing your audience and what's falling flat. Let's get your content "diet" in shape!

- **Analyze Your Content Performance:** What's your "superfood"? Which content pieces are resonating with your audience? And what's the "junk food" - the content that's not performing? Identify the winners and the losers.
- **Identify Content Gaps:** Are you missing essential "nutrients"? Are there topics your audience is craving that you haven't covered? Uncover the content gaps that are hindering your brand's growth.
- **Create Your Content "Meal Plan":** Plan a content calendar for the next quarter. Think of it as your "meal plan" for success, ensuring a consistent and diverse content "intake" that will nourish your audience and achieve your brand goals.

CONTACT LIST **CLEANSE**



Review:

Assess your
email list &
social media
followers.



Engage:

Interact with
your audience
regularly.



Collaborate:

Reach out to
potential
partners.



Focus:

Prioritize
quality over
quantity.

NURTURE YOUR NETWORK

USE THE SOCIALS YOU ENJOY

**FOCUS
ON YOUR
STRENGTHS**



**Find
Your
Social
Sweet
Spot**

You don't need to be everywhere. Focus on the platforms you love and where your audience thrives.



- **Choose Wisely:** Prioritize platforms you enjoy and where your audience is active.
- **Content That Connects:** Create engaging content tailored to each platform's unique style.
- **Authenticity Wins:** Let your personality shine through!

ACTIONABLE STEPS

LET'S RECAP THE KEY STEPS TO REFRESH YOUR BRAND

- **Mindset:** Release what's holding you back.
- **Digital:** Declutter your online space.
- **Spending:** Invest wisely in your brand.
- **Content:** Create a **strategic content "diet."**
- **Network:** Nurture genuine connections.
- **Socials:** Focus on your strengths.

CHECKLIST:

- [] Complete the "3 things to let go" exercise.
- [] Declutter one digital area for 15 minutes.
- [] Review your brand's expenses.
- [] Analyze your content performance.
- [] Send a personalized message to a follower.
- [] Brainstorm content ideas for your favorite platforms.





Unlock exclusive perks and connect with a community of brand builders by joining the CLUB! As a thank you, enjoy 10% off your next purchase with code:

SPRING10

[www.wearebecome.media/
CLUB](http://www.wearebecome.media/CLUB)

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We are Become.

WWW.WEAREBECOME.MEDIA

HELLO@WEAREBECOME.MEDIA

@WEAREBECOME.MEDIA