

# 30-Day Action Plan

PHASE 1



BUILD-A-BRAND



Having an action plan to help you get to the next level is crucial to increasing your brand awareness. Creating great habits will be key to keeping top of mind awareness (TOMA) with your audience. TOMA, refers to a brand or specific product being first in customers' minds when thinking of a particular industry or category.

Each one of you are at a different place in your life, with a different target market, and sell different brands. The great news is that there are many ways to create TOMA for you and your brand with your Build-A-Brand tools.

# First 30 Days



Phase 1 will help you get set up and start creating great daily habits.

This daily action plan will help increase your brand awareness and build the foundation for your business.

There are 1440 minutes in each day. Each of these daily brand actions take less than 5 minutes. If you work 10 hours a day you have 600 minutes that you are dedicating to increase your brand and business.

1

Complete Your Profile

2

For every vehicle you sell, get a review

3

Share 1 Blog from Content Library

4

Tell people to go to your website



To Get Started  
CLICK HERE

## Complete Your Profile (This takes less than 5 minutes)

Make sure that you complete your profile settings in your Build-A-Brand Toolkit. Even if you do not use social media, you want to complete as much as possible so that your website looks great.

- Add Photos to your website
- Add your YouTube Greeting Video
- Add your Bio
- Add a few photos of your family and friends
- Add your social media links

(Make sure you have the full URL to your social profile ex:

<https://www.facebook.com/groups/BuildABrandGroup/>)

Download The  
PDF Guide

Take Action



## For ever vehicle you sell, get a review

(This takes less than 4 minutes)

You are already going to sell cars. Why not get a review that allows your customer to recommend you to their family and friends.

The Review Key is below. You can print it off as a reference.

9 out of 10 buying decisions are made from peer recommendations.

Having reviews on your website gives you credibility, creates top of mind awareness, and gives you the opportunity to get leads and referrals from people that know your customer.

“Bonus action tip - if you get referrals from your customer, you should send the referral the link to the review.”

Download Review  
Key

Take Action

3



Press Play!



## Post 1 Conant Library Blog

*(This takes less than 1 minute)*

Build-A-Brand offers thousands of pre-written blogs for you to choose from. Blogging is a great way to create TOMA on your brand and in social media.

Pick one blog, change the photo, then post it to your website and share it on social media!

**“Bonus action tip** – When you post your blog to social media make sure that you add value in the body text. Have a call to action, this gives the audience a reason to want to click on your blog.”

**“Double bonus action tip** – when someone engages with you on social media make sure that you also engage with them. Thank them for commenting, liking, and sharing your post. At the end of each comment you are replying to, make sure you ask another question that will encourage them to reply.”

Take Action

**Tell people to go to your website** (This takes less than 1 minute)

- You are going to direct people to shop online if they are leaving or you are out prospecting. Direct them to go to YOUR personal website. All the leads and referrals that come from your website go directly to you no one else! If your out prospecting or helping someone find a car you probably already telling them to go to your dealership's website to look for a car. The great news is, YOU HAVE YOUR OWN WEBSITE!
- Your website already has your dealership's inventory on it. If someone submits a lead form, schedules a VIP test drive, sends you a referral or even downloads your Digital Business Card, that lead goes to you. That's right! All your hard work of telling people to go to your website leads back to YOU!

“Bonus action tip – show them how they can easily schedule their own VIP test drive!”



# MON

- Complete your profile
- Post a blog to your website and share it to Facebook!
- Direct 5 people to your website!
- Watch Something Motivating!
- \*If you sell a car, get a review and give them your Digital Business Card!

# TUE

- Post a blog to your website and share it to Facebook!
- Direct 5 people to your website!
- Talk to someone in service
- \*If you sell a car, get a review and give them your Digital Business Card!

# WED

- Post a blog to your website and share it to Facebook!
- Direct 5 people to your website!
- Talk to someone in service
- \*If you sell a car, get a review and give them your Digital Business Card!



# THUR

- Post a blog to your website and share it to Facebook!
- Direct 5 people to your website!
- Talk to someone in service
- \*If you sell a car, get a review and give them your Digital Business Card!

# FRI

- Post a blog to your website and share it to Facebook!
- Direct 5 people to your website!
- When you go to lunch, talk to someone you don't know
- \*If you sell a car, get a review and give them your Digital Business Card!

Take Action