A PRACTICAL ROADMAP • WORKBOOK • ASSESSMENT

THE CELEBRITY CEO®

Be well known to the right customer.

Build Attention. Earn Trust. Generate Sales.

YOUR BRAND IS A BUSINESS ASSET.

A practical guide to leveraging your personal brand, increasing your impact, and creating a clear path to more sales.

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For entrepreneurs, founders, and small business owners

START HERE

Your brand, known for the right reasons.

The Celebrity CEO® is not about being famous to everyone. It is about helping the people who need your work recognize you, trust what you do, and know how to take the next step.

01

ATTENTION

The right customers know you exist.

02

TRUST

They understand your promise and see you follow through.

03

SALES

They can connect their need to a clear next step with you.

How to use this guide

- Read one section at a time and work directly in the prompts.
- Keep the customer at the centre of every decision.
- Choose small, repeatable actions you can sustain.
- Revisit your assessment as your business and audience change.

Start with your customer.

Before choosing what to post or where to show up, get clear about the person who can benefit from your work. Describe a useful customer profile, not a stereotype: people are varied, and your answers are starting hypotheses to check in real conversations.

Who do you most want to help?

Role, business or life stage, and context.

What are they trying to solve?

Name the practical problem and what is at stake.

What matters to them?

Goals, concerns, decision factors, and values.

Where do they already learn and connect?

Communities, events, publications, podcasts, platforms.

How do they describe the need?

Capture the exact questions and phrases you hear.

What makes your approach a fit?

Your expertise, point of view, and the promise you can keep.

Be known by the right people.

Attention means relevant people know you exist. For a small business, the aim is not millions of views or going viral. It is consistent visibility in the places your ideal customers already pay attention to.

Choose your visibility channels

Circle the channels that fit your customer and the way you work. Add others that make sense for your business.

- ☐ Podcasts
- ☐ Books
- ☐ Events
- ☐ Video
- ☐ Social media
- ☐ Newsletters
- ☐ Media / press
- ☐ Professional groups
- ☐ Other: _____

My attention plan

My priority customer is…

The places they already pay attention are…

One useful idea I can share consistently is…

My visibility action for the next 30 days is…

Give people a reason to trust you.

Trust grows as people understand your promise, experience your expertise, and see you follow through. Make the customer experience match the message.

Write your brand promise

I help _____ **who need** _____

by _____**.**

Trust signals I can show

A useful answer or lesson I can share:

A point of view that helps my customer decide:

A commitment I can reliably keep:

A moment in my customer experience to improve:

My consistency rhythm

The day(s) I will show up: _____ Channel: _____

What I will share: _____

PART FOUR • SALES

Make the next step clear.

Sales can follow when a customer knows you, trusts your promise, and sees how your offer can help. Keep the offer relevant and the invitation easy to understand.

Connect the need to your offer

The need my offer helps address:

Who the offer is for:

What the customer receives or experiences:

The next step to learn more or begin:

Check the customer journey

- [ ] Can the right customer tell that the offer fits their need?
- [ ] Is the call to action specific and easy to find?
- [ ] Does the customer know what happens after they respond?
- [ ] Does the experience deliver on the promise?

My clear invitation

The next step I will invite the right customer to take is…

Rate your brand today.

Choose one rating for each statement: 1 = not yet in place, 2 = inconsistent, 3 = in progress, 4 = mostly consistent, 5 = clear and dependable. Use your answers to spot a helpful next step, not to judge yourself.

ATTENTION The right customers can tell who I help.	1	2	3	4	5
ATTENTION I know where my ideal customers already pay attention.	1	2	3	4	5
ATTENTION I share useful ideas consistently in fitting channels.	1	2	3	4	5
TRUST My brand promise is clear and realistic.	1	2	3	4	5
TRUST My content demonstrates how I think and help.	1	2	3	4	5
TRUST My customer experience follows through on the promise.	1	2	3	4	5
SALES My offer connects to a real customer need.	1	2	3	4	5
SALES My call to action is visible and easy to take.	1	2	3	4	5
SALES Customers know what happens after they respond.	1	2	3	4	5

Look for a pattern

Attention total (questions 1–3): ____ / 15

Trust total (questions 4–6): ____ / 15

Sales total (questions 7–9): ____ / 15

Which area would make the biggest difference to work on first? What one action will you take this week?

PART SIX • YOUR 30-DAY ACTION PLAN

Choose a small, useful next step.

Consistency beats an overcomplicated plan. Choose a few actions you can realistically complete and use the results to learn more about the people you serve.

WEEK 1

Customer clarity

Write a short customer profile. Ask one customer or prospect what they need and how they describe it.

My commitment:

WEEK 2

Attention

Share one useful, customer-focused idea where your ideal customers are already active.

My commitment:

WEEK 3

Trust

Make your brand promise clearer. Improve one point in the customer experience.

My commitment:

WEEK 4

Sales

Review your offer and invitation. Make the next step specific, relevant, and easy to take.

My commitment:

Keep going

Being The Celebrity CEO® is not about overnight fame. It is about showing up authentically, earning confidence, and helping the right customers understand how you can serve them.

ATTENTION !’ TRUST !’ SALES

Come back to your customer. Keep your promise. Take the next useful step.