



Professional Branding/Lead Generation

Name	Alaric Heim, Greg Wilmot, Ashraf Jamal
Outline	All professionals with a significant career history who need to expand their influence zone and contract generation.
What they think they want	To draw the attention of the global market via SM 'influencers' etc.
What they actually need	<ul style="list-style-type: none"> To engage in online conversations To get their name in front of the right eyes To be able to vet possible contacts and contracts To connect with the right parties to give more credence To generate leads To free-up more time to focus on core tasks that cannot be delegated To manage communication and screen for useful contacts
Strengths	<ul style="list-style-type: none"> Very skilled at their trade Solid portfolio Significant archive of content to mine for posting Significant expertise in two or three focused markets/areas
Weaknesses (limitations)	<ul style="list-style-type: none"> Lack of time/headspace Not very network/tech savvy Poor presence in a crowded market
Opportunities	<ul style="list-style-type: none"> Skilled in a growing market with unusual/specialised expertise Most social stuff focuses on presence rather than engagement, this should pay better dividends
Threats	Fast changing and competitive markets.
Suggested approach	<ul style="list-style-type: none"> Review existing materials for a portfolio and standard written content Build a brand based around a LinkedIn page, which is project focused Retweet, comment, and repost rather than direct posting Long-term management: engaging in relevant social media conversations to create the impression of being a 'thought leader'
Cost	<ul style="list-style-type: none"> Month 1: R4000 for base content collation and review, inc. bio, cv Months 2-5: R2000 p/m <p>Total @ 50% off for initial clients = R6000 over 5 months</p>
Deliverable	If new leads are not generated by month 3 of active running, we stop there





Markets

Client	Existing portfolio content	Specialist area	Main market	Secondary market
Greg	Book/audiobook, collection of mental health posters and system flows	Psychology (sports, teams)	Professional associations	Outreach [posters, workflows]
Ashraf	Broad range of cultural/art content, shows/essays/publications/etc	SA art and cultural expression	Art publications/events, specialist magazines etc	Local market & art-based uplift
Alaric	Wide range of present and past cannabis, soil amendment and organic growing projects	Living soils, cannabis/hemp improvement	Large growers (up to industrial)	cannabis genetics/product vendors

Strategy

Client	Target	Main strategy	Handover at
Greg	Getting pro. orgs to use his base content, one-shot course developments	Post useful images & content to relevant groups	Any local/national contact with basic vetting
Ashraf	Increasing profile for existing content, creating basic brand, more efficient workflows	Build detailed & linked portfolio, reach out to old contacts	Contact vetted, relevant links and short bio provided
Alaric	Consultancy contracts for mid- to large-organic and hemp/cannabis growers	Engage with local cannabis- and organic-grow related groups	Contact vetted, brief provided with main market options

Timeline

