

KICKSTART YOUR CAREER: THE CHECKLIST

1. CLARITY & PURPOSE

- ☐ WHAT SKILLS OR SERVICES ARE YOU OFFERING?
- ☐ WHO DO YOU WANT TO HELP AND WHY?
- ☐ WHAT'S YOUR SHORT-TERM GOAL (3 MONTHS)?
- ☐ WHAT IS YOUR LONG-TERM VISION (1-2 YEARS)?

4. CONTENT FOUNDATIONS

- ☐ POST YOUR JOURNEY AND LEARNING (DON'T WAIT TO BE AN EXPERT!)
- ☐ SHARE TIPS, CHALLENGES, AND VALUE BASED ON WHAT YOU'RE LEARNING
- ☐ USE 2-3 POSTS TO EXPLAIN WHO YOU ARE, WHAT YOU DO, AND WHY
- ☐ SCHEDULE 3 PIECES OF CONTENT PER WEEK (USE FREE TOOLS LIKE CANVA)

2. SETUP ESSENTIALS

- ☐ CREATE A PROFESSIONAL EMAIL ADDRESS
- ☐ SET UP AN INSTAGRAM OR LINKEDIN PROFILE (OR BOTH)
- ☐ WRITE A SHORT BIO/PITCH THAT EXPLAINS YOUR VALUE IN 1 SENTENCE
- ☐ TAKE 1-3 SIMPLE PROFESSIONAL PHOTOS (NEUTRAL BACKGROUND, NATURAL LIGHTING)

5. NETWORKING & COMMUNITY

- ☐ DM 5 PEOPLE IN YOUR SPACE EACH WEEK TO ASK QUESTIONS OR CONNECT
- ☐ JOIN 1-2 FREE COMMUNITIES (FACEBOOK GROUPS, DISCORD, REDDIT)
- ☐ COMMENT MEANINGFULLY ON 3 INDUSTRY POSTS PER WEEK

3. PORTFOLIO BUILDING

- ☐ OFFER 1 FREE TRIAL OR CASE STUDY PROJECT (E.G. A TRANSFORMATION, TEST SERVICE)
- ☐ DOCUMENT THE JOURNEY: BEFORE/AFTER, FEEDBACK, OUTCOMES
- ☐ COLLECT TESTIMONIALS IN WRITING OR VIDEO

6. LEARN & IMPROVE

- ☐ CHOOSE 1 FREE ONLINE COURSE (YOUTUBE, HUBSPOT, GOOGLE, ETC.)
- ☐ TRACK YOUR WEEKLY WINS, MISTAKES, AND LESSONS
- ☐ ASK FOR FEEDBACK FROM YOUR CASE STUDY/CLIENT