User Guide IGNITE: Igniting Your Brand's Reach :Engage

The ENGAGE Templates User Guide designed to optimize use of ENGAGE: Igniting Your Brand's Reach templates, hosted at https://phillipmatthew.com/ignite/resources/. It supports the Unlock Your Potential (UYP) Formula's "Developing Positive Habits" for Australian entrepreneurs, small business owners, and ambitious beginners.

Introduction:

Maximize your ENGAGE templates to ignite your brand, using UYP's actionable principles Download templates at https://phillipmatthew.com/ignite/resources/,

Template Guidance:

- Brand Exploration Worksheet: Use Google Trends for trends; list 3 audience pain points; discuss with Phil for clarity.
- Content Planner: Schedule 1–2 posts weekly with Hootsuite; prioritize platforms from Navigate insights.
- Content Growth Tracker: Log likes/comments via Google Analytics; identify top-performing content monthly.
- Audience Attraction Planner: Craft a one-sentence brand story; test content ideas on Instagram; refine via mentoring.
- Content Creation Planner: Batch-create content with Canva; aim for 4 posts monthly; track efficiency.
- Community Engagement Planner: Host one monthly event (e.g., webinar); measure engagement with Hootsuite; evaluate with Phil.

General Tips:

- Review templates weekly to build UYP's "Setting Your Goals the Right Way."
- Track in Google Sheets, Notion, or paper for consistency.
- Experiment with one new tool (e.g., Mailchimp) per month.
- Book a call with Phil at https://phillipmatthew.com/book-a-call/ for personalized feedback.
- Reflect on progress biweekly to align with your brand vision.