



How to Strengthen Your Footprint in 30 Minutes Each Day

In a world of overwhelming distraction, it's easy to convince yourself that strengthening your digital footprint is something you don't have time for. You might be thinking you barely have time to read this, even if means helping to move your career forward.

However, if you open up the Screen Time App on your iPhone and take a look, it's likely to substantiate the research that tells us the average US Adult spends nearly three hours a day on their smartphone and not necessarily productively.

The truth is if you want to achieve success in whatever your chosen career path is, you need to make the time to focus on it in the same way you find the time to go to the gym or watch Netflix.

Here are 8, well, 9, things you can do in 30 minutes a day.

1. Commit to 30 minutes A Day

That may sound like a lot. You may already be hyperventilating at the idea of trying to find those 30-minutes a day. In which case, the first thing you need to do is go back to that Screen App and look to see where you're spending that almost three hour average and decide what you can cut back on to carve out your 30-minutes.

It might be your obsession with Instagram, TikTok or Fortnite. The point is you have the time. You just need to redirect that time to time devoted to moving your career forward and making LinkedIn the social network you spend the most time with.

2. Create a 30-minute block on your calendar each day.

Now that you're committed, get it on the calendar. Schedule it as you would any other meeting, preferably at the same time each day so it becomes habit.

Consider including a Do Not Schedule marker so no one else tries to override this time with another meeting.

Note: more than 30-minutes a day is perfectly fine and might be necessary depending on your current goals, but 30-minutes is the bare minimum suggested.

3. Set a timer.

In [It Takes An Egg Timer, A Guide to Creating the Time for Your Life](#), author Joanne Tombrakos suggests purchasing an old-fashioned kitchen timer for these sorts of work blocks (Yes, building your personal brand is part of your work load!)

By doing this, you will force yourself to stay focused for the full 30-minutes and you will not be disturbed by other possible digital disruptions that might sway you in another direction.



If you prefer using the timer stored inside your smartphone, go for it. What's key is that you set the time and stick to it so it becomes practice instead of an idle, non-strategic after thought.

4. Set goals.

The first goal you need to establish is what you want your personal brand to do for you. That is going to change depending on where your career is at the moment. If you are an entrepreneur with a start-up your overall goal might be to find investors and establish yourself as credible in their eyes. If you are looking for a new job, your goal is to find that position. If you're happy where you are, your goal might be to reinforce your connections and stature in the industry with the goal of a future promotion or raise.

Whatever it is, you first need to know what you want so you can optimize this new time block.

5. Create a weekly and monthly goal checklist.

Now that you know what you want your personal brand to do for you in the not too distant future, set weekly and monthly goals that move that bigger goal forward. This is important both for your overall strategy and so you make the best use of this 30-minute block you've found in your day.

Some goals might include:

- share at least two articles on LinkedIn or Twitter that are relevant to your industry.
- make at least five new connections this week that broaden your network.
- engage and comment at least once every day on something someone else shared on LinkedIn to deepen a relationship and/or increase visibility.

Create a spreadsheet to keep score. That, combined with using the timer will create a feeling of accomplishment and remind you that even if your results do not happen overnight, you've done something constructive to move them forward.

5. Be strategic.

Thinking has become an underused skill, but in order to be strategic we have to think.

When creating your goals, you might have made a list of five people you've wanted to meet. Follow them. See what they're sharing. Maybe they wrote a blog post that resonated. Use that as a way to reach out and connect, always remembering to sound human and real. Too many people want to connect without doing any homework about who they want to connect with. That does not build your brand. In fact, it can do just the opposite.

6. Listen and Read.

People often confuse social networking with being all about talking. But it is also about listening. Using our 30-minute time blocks to listen can help us to think more strategically and give us ideas that will help us to broaden our networks and increase our stature in our industry.

We can also gain a lot of help in building our personal brand from reading. LinkedIn curates the Daily Rundown based on current business news. If all you use your 30-minutes a day for is reading and learning more about what is happening in your industry, your personal brand is ahead of the game.



7. Share.

If you really want to build your personal brand, you will have to share content that you think is interesting, thought provoking and/or important. What you share says something about you and contributes to the overall impression we have of who you are.

How you share also says something. If you really want to build your brand, include why you're sharing a piece of content. Doing so promotes engagement and if you want to build your personal brand, you have to engage.

8. Engage.

There are people who go to the dance and dance, and those who go and sit on the sidelines. If you want to build your personal brand you can't be a wallflower. Comment. Get into discussions. Respond to other people's comments. Show us you are a human being that we want to know more about.

One more thing...

Your personal brand is a living, breathing organism. It needs care and feeding in order for it and your career and business to grow. The more consistent and thoughtful the care, the healthier your personal brand.

