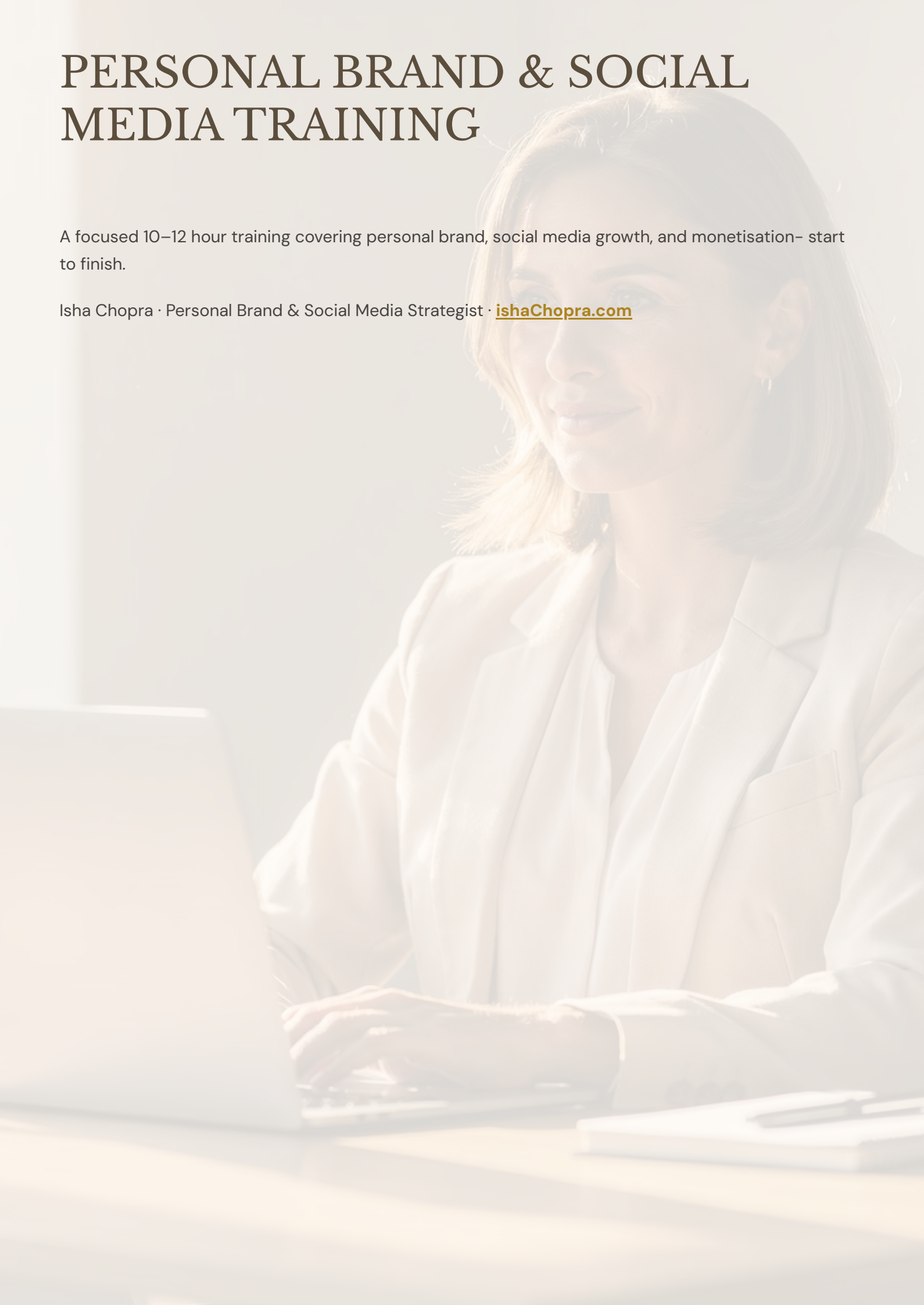


PERSONAL BRAND & SOCIAL MEDIA TRAINING

A focused 10–12 hour training covering personal brand, social media growth, and monetisation– start to finish.

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Here is the real problem with most social media advice:

It is scattered across a hundred free YouTube videos, conflicting blog posts, and courses that teach tactics without strategy. You spend more time consuming content about building a personal brand than actually building one.

What most people are missing is not more information. It is a complete, sequenced, practical framework — taught by someone who has actually done the work — that takes them from no clarity to a fully functioning personal brand system.

That is what this training is.

WHAT IS THE TRAINING

A 10 to 12 hour intensive training — live or recorded — covering the complete personal brand and social media growth system from foundation to monetisation. Not a course you abandon halfway. A focused, practical programme designed to give you everything you need and nothing you do not.

What makes this different

- Built by a practitioner not a theorist
- Covers strategy before tactics
- Sequenced so everything builds on itself
- Practical exercises at every stage
- Covers all three pillars— brand, growth, monetisation
- Adapted to your pace— 10 to 12 hours based on depth needed

What you walk away with

- A clear personal brand positioning
- A content system you can run independently
- A platform strategy built for your goals
- A monetisation model with a clear path to revenue
- A launch framework for your course or service
- The confidence to execute not just the knowledge

WHAT THE TRAINING COVERS

Three pillars. Ten to twelve hours. Everything sequenced so each module builds directly on the last.

PILLAR 1: PERSONAL BRAND FOUNDATION

#	Module	What we cover	You leave with
0 1	Who You Are and What You Stand For	Personal brand fundamentals positioning	Your positioning statement and brand identity defined
0 2	Your Story as a Brand Asset	How to turn your background, your journey, and your turning point into content that builds trust and drives following	An origin narrative ready to use across all platforms
0 3	Visual Identity and Brand Consistency	How to make every piece of content instantly recognisable as you	A visual identity system you can apply immediately

PILLAR 2 — SOCIAL MEDIA GROWTH

#	Module	What we cover
0 4	Platform Strategy and Content System	Which platforms to prioritise and why, the 80/20 content framework, posting cadence, and building a content system that runs without burning out
0 5	Content That Actually Grows	Viral formats, hook writing, carousel design, reel structure, and the specific types of content that drive reach, saves, and follows
0 6	Social Bios and Profile Optimisation	How to write a bio that converts, how to optimise every profile element, and how to make a stranger follow you within 10 seconds of landing on your page
0 7	Consistency Without Burnout	Batching, scheduling, repurposing, and building a content workflow that does not require you to be constantly online

PILLAR 3 — MONETISATION

#	Module	What we cover	You leave with
0 8	Your Offer Architecture	How to structure your services, programmes, or course into a clear, converting hierarchy — so every follower has a clear path to becoming a paying client	A service structure that converts
0 9	Launching Your Course or Service	The step-by-step framework for launching to an audience — from pre-launch to open cart to close — without a massive following or a big ad budget	A launch plan ready to execute
1 0	Monetisation Beyond the Course	Brand deals, speaking, consulting, affiliate partnerships, premium content — the full picture of how a personal brand generates revenue across multiple channels	A monetisation map for the next 12 months

THE NEXT STEP

Book a Discovery Call

Before the training begins, we spend 30 minutes together — to understand where you are, what you want to build, and how to customise the training to your specific goals.

This is a paid call — because your time and mine are both worth preparing for properly.

If we move forward, the call fee is adjusted against the training investment.

Book Your Discovery Call — ishaChopra.com

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