Activity 2: Create a Content Calendar for One Month

Plan **12–16 posts** (3–4 posts per week for a month).

Week	Topics (Example)
1	Introduction, Portfolio Highlight, Tip Post, Industry Insight
2	Client Feedback, Behind-the-Scenes, Tutorial, Personal Story
3	FAQ Post, Article Share, Testimonial, Meme or Motivation
4	Service Highlight, Case Study, Video Tip, Thank You Post

Template columns: Date | Platform | Content Type | Caption | Visual Required

Capstone Assignment: Personal Branding Strategy

📌 Objective:

To consolidate all learning into a professional, public-facing Personal Branding Kit that learners can use immediately to attract clients.

📦 Deliverables:

1. Personal Branding Statement

A 2–3 sentence summary of who you are, what you offer, who you help, and why you're different. *Example:*

"I'm a freelance virtual assistant helping African startups streamline operations and improve client communication. I bring efficiency, clarity, and a human touch to every workflow I design."

2. V Live Portfolio Website

Submit a link to your personal website that includes About, Services, Projects, and Contact pages.

3. Optimized Social Profiles

Provide **screenshots or links** to your updated LinkedIn, Behance, GitHub, or Instagram profiles—demonstrating consistency and professionalism.

4. One-Page Brand Style Guide

Include:

- Brand voice description
- Color palette
- Fonts
- Logo (if available)
- Sample tagline or message