



# Unlock Digital Economy

**Discover online opportunities for building careers, making money, and getting noticed**



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# Digital Economy:

## Your Clear Action Plan for the Next 3 Months:

Congratulations on taking the first step towards enhancing your online career! This workbook will serve as your roadmap for the next quarter, helping you set clear goals, develop your online career, and build a strong online presence. Take a moment to reflect on the importance of establishing an online career in the digital landscape.

## I have:

**Online Brand**

☐

**Skills**

☐

**No skills**

☐

# Action Steps (Q1): If you have an online brand

## Niche and Audience:

☐ Identify your brand voice and goals:

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☐ Define your target audience:

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## Content Topics:

☐ Outline key topics and themes:

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☐ **Plan content calendar for Q1:**

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## **Consistently Post Content:**

☐ **Schedule content:**

## **Action Steps (Q1): If You Have a Skill**

### **Action Plan as a Freelancer**

☐ **Build your offer:**

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☐ **Build your Professional Portfolio**

☐ **Pick a Platform:**

- **Choose platforms aligned with target audience**

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- **Optimize profiles for maximum visibility.**

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☐ **Gain Experience**

## **Action Plan: Personal Brand**

☐ **Choose Platform**

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☐ **Optimize your social media profile**

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☐ **Develop content showcasing expertise:**

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## **Action Steps (Q1): If You Don't Have any Skills**

☐ **Identify areas of interest:**

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☐ **Figure out which skills are in high demand:**

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☐ **Allocate time for consistent learning:**

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☐ **Apply new skills through projects or exercises:**

**Project 1**

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**Project 2**

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**Project 3**

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☐ **Then at the end of Q1 pick any of the above  
as your Q2 Action Plan.**