

MAGNETIC ONLINE PRESENCE CHECKLIST

Because people trust coherence.

1. Baseline Coherence (The “Do These Match?” Test)

- Your name, role, and core focus are consistent across platforms
- Your bio headline matches what you actually do / talk about day-to-day
- A stranger could explain what you do after 10 seconds on your profile
- Nothing contradicts itself (title vs. content vs. tone)

2. Voice & Authority (Sound Like One Person)

- Your writing sounds like a human you’d recognize in real life
- You use plain verbs more than abstract nouns
- You avoid buzzwords unless you can define them concretely
- You don’t over-hedge (“kind of,” “just,” “maybe,” “I’m no expert but...”)

3. Signal Over Noise (What You’re Known For)

- You return to the same 2–3 core ideas over time
- Your posts feel related, not random
- Someone could describe your “lane” without scrolling forever

4. Relationship Awareness (You Are Not Posting Into the Void)

- You write with a specific audience in mind (not “everyone”)
- You acknowledge context: industry, moment, stakes
- You respond like a person when people engage
- You don’t disappear for months and then overshare all at once

5. Boundaries & Restraint (What You Deliberately Leave Out)

- You don’t post things you wouldn’t stand behind in six months
- You avoid live-processing professional conflict online
- You don’t borrow intimacy from strangers to create engagement
- You know what parts of your life/work stay offline

6. AI Use Check (You’re the Madman & the Carpenter)

- AI helps you organize or edit, not decide what you believe
- You revise for voice before posting
- Your posts don’t sound interchangeable with anyone else’s
- You’d recognize yourself if this were read aloud

7. Final Gut Check

- Would you trust this person based on their online presence?
- Does this presence feel aligned with how you actually work and speak?
- If someone hired you tomorrow, would they be surprised by you?

If yes → you’re magnetic.

If no → return to the personal brand activities and adjust the signal.

YOUR ONLINE PRESENCE

Online Presence

Crafting your value proposition statement:

Working from the “Personal Brand Discovery” activities, fill out the following sentence. Try several variations.

I help _____ achieve _____
specific group or target audience *specific outcome*
_____ by _____
distinctive approach
_____.

I help _____ achieve _____
specific group or target audience *specific outcome*
_____ by _____
distinctive approach
_____.

I help _____ achieve _____
specific group or target audience *specific outcome*
_____ by _____
distinctive approach
_____.

YOUR BRAND THROUGH VISUAL PRESENCE

THOUGHTS ON MY PHOTOS, FONT CHOICES, ETC TO REFLECT THE CORE ESSENCE OF “ME” THAT I’VE DISCOVERED THROUGH THE PERSONAL BRAND ACTIVITIES:

WHAT VISUAL ANCHORS MIGHT I LEAN ON IN THE FUTURE? IF I WERE TO CREATE A LOGO OR COAT OF ARMS FOR MYSELF, WHAT WOULD IT LOOK LIKE?

PERSONAL BRANDING - ONLINE

YOUR LINKEDIN LABORATORY - INSTRUCTIONS

LinkedIn is the perfect spot for expressing your authentic professional voice. As you reflect on the exercises you've worked through in this chapter, use the worksheet in the companion guide to transform your professional profile from generic to magnetic:

STEP ONE: Audit Your Current Profile: Score each element (headline, summary, experience) from 1-5 on authenticity. Where are you using generic language or holding back your true perspective?

Headline:

Summary:

Experience:

STEP TWO: Headline Revision: Write three alternative headlines that express your professional value in authentic language. Choose the one that feels most genuinely you.

STEP THREE: About Section Rewrite: Draft a new summary that:

- Opens with a magnetic Hook drawn from your authentic experience
- Expresses your unique approach to your work
- Includes specific examples that demonstrate your distinctive value
- Uses the first-person voice to draw the reader in
- Closes with a clear indication of what you're seeking or offering professionally

STEP FOUR: Experience Highlighting: For each role, identify the accomplishment you're genuinely proudest of—not just the most impressive on paper. Highlight these authentic wins prominently.

STEP FIVE: Content Planning: Identify three topics you genuinely care about in your professional field. Plan to create or share content around these topics regularly.

STEP SIX: Review: Check for jargon, fluff, and “AI speak”

PERSONAL BRANDING - ONLINE



LinkedIn

Updated headline

Value-Centered Summary (Use “I”)

Most important accomplishments to highlight:

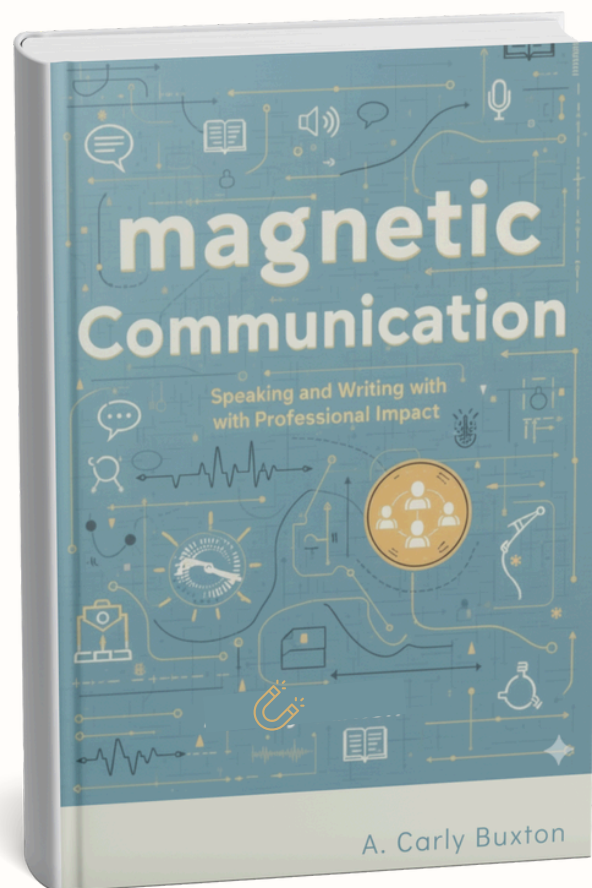
Content ideas (3 topics):

Jargon check: Have you used words you’d genuinely use in conversation?

Keep it Magnetic

This resource is free to use and share with attribution. It is drawn from the research and frameworks in *Magnetic Communication: Speaking and Writing with Professional Impact* (Bloomsbury Academic, 2026) by A. Carly Buxton, PhD.

carlybuxton.com/magnetic



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Workshops

