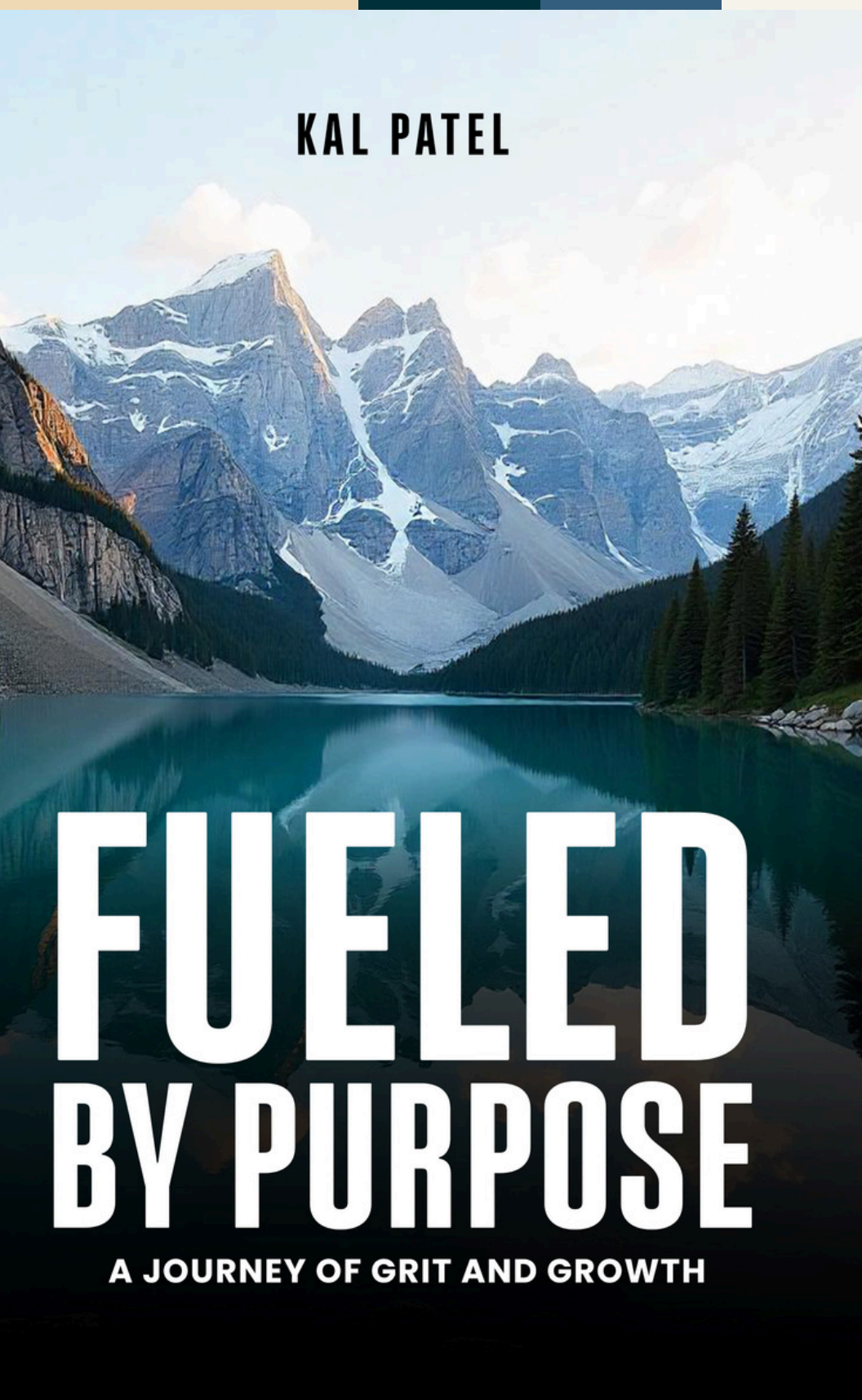




FUELED BY PURPOSE

Lindsey Bills Freeman



CONTENTS

Meet Me

Meet My Client

The Book

Client Goals

Executive Summary

Brand Style Guide

Audience

Competitor Analysis

Social Media Overview

Content Pillars

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LinkedIn Breakdown

The Campaign Highlights

The Conclusion

Plan Moving Forward

MEET ME



Lindsey Bills Freeman

Communications:

Digital and Social Media

Social Media Manager

Fueled By Purpose

ABOUT KAL PATEL



Client: Serial Entrepreneur

“I am the author of the new book Fueled by Purpose! I am a passionate individual with over 25 years of experience in starting multiple businesses from the ground up, consulting business owners, coaching personally and professionally, and motivating individuals to get the desired results. I have written many articles, been featured on podcasts, and various media publications, and am a contributor for the book, Living A Wealthy Life.”

Fueled By Purpose

FUELED BY PURPOSE

MY JOURNEY OF GRIT AND GROWTH

About the book

"Fueled by Purpose: My Journey of Grit and Growth" is a coming to the age story of an American-Indian boy who migrates to the United States of America to live the American Dream. Inspired by true events, the book walks you through his entire life to the point in terms of his personal and professional obstacles/challenges and how he overcame those difficult times to get where he is today.

Welcome to a motivational journey of an average man going through life and creating a life for himself. "Fueled by Purpose: My Journey of Grit and Growth" will walk you through all the decisions he made, the mentors he had, and the person he turned out to be in the end.

KAL PATEL



FUELED BY PURPOSE: MY JOURNEY OF GRIT AND GROWTH

KAL PATEL

KAL PATEL

FUELED BY PURPOSE

MY JOURNEY OF GRIT AND GROWTH

GOAL

The Author and Motivational Speaker wanted to create a brand for himself and his new “career path”.

His goals are to create a brand, increase brand identity, and increase traction to Amazon where his book is sold.

EXECUTIVE SUMMARY

The Fueled By Purpose campaign was designed to build a cohesive and engaging brand for Kal Patel, a motivational speaker and author promoting his new book. The campaign involved creating and managing Instagram and LinkedIn pages, focusing on content pillars such as education, inspiration, and entertainment. By implementing strategic branding, consistent posting, and community engagement tactics, the campaign successfully increased visibility and drove interest in Kal Patel's book, positioning him as a mentor and motivational leader.

BRAND STYLE GUIDE

Fueled By Purpose

KAL PATEL - AUTHOR

LOGOS

COLOUR PALETTE

White
#FFFFFF

Black
#000000

White Smoke
#EDF9B4

Muted Blue
#345E7D

Dark Cyan
#00313A

BRAND IMAGERY

BRAND FONTS

HEADLINE TEXT —> OSWALD

BODY TEXT —> ARIAL

TYPES OF VISUALS

SLEEK
BOLD
POWERFUL
MINIMAL

VOICE AND TONE
PROFESSIONAL
INSPIRATIONAL
EMPOWERING
ENCOURAGING
THOUGHT-PROVOKING

KEY MESSAGING

1. YOU CAN DO WHATEVER YOU SET YOUR MIND TO.

2. KAL CAN BE A MENTOR TO EACH OF YOU.

3. GROWTH IS HARD BUT WORTH IT IN THE END.

4. YOU ARE NOT ALONE.

5. FAILURE IS A GOOD THING, APART OF LIFE. USE IT.

BRAND STYLE GUIDE

LOGO CREATION

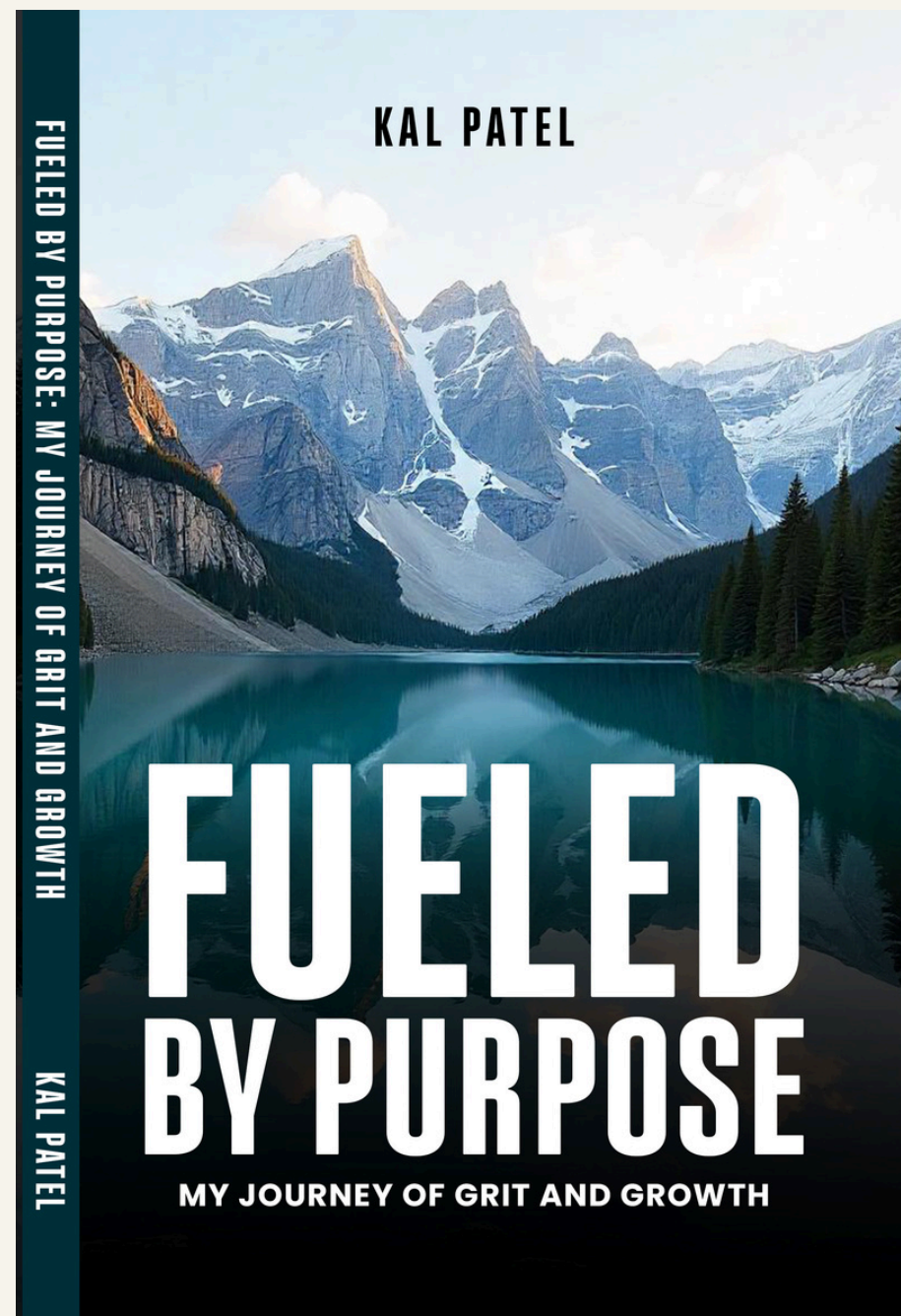


I made 4 different logo options with the different colors in the brand guide. I used a mountain to highlight the cover of the book and had the clients name be the largest words since this is his brand as a motivational speaker and author.



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COLORS AND TYPOGRAPHY



Typography: I chose the fonts most similar to the one on his book cover. Oswald and Ariel.

Colors: I chose 5 colors to have on his branding which I found on his book cover as well. Black and White, as well as a Tan, and two shades of Blue.

Fueled By Purpose

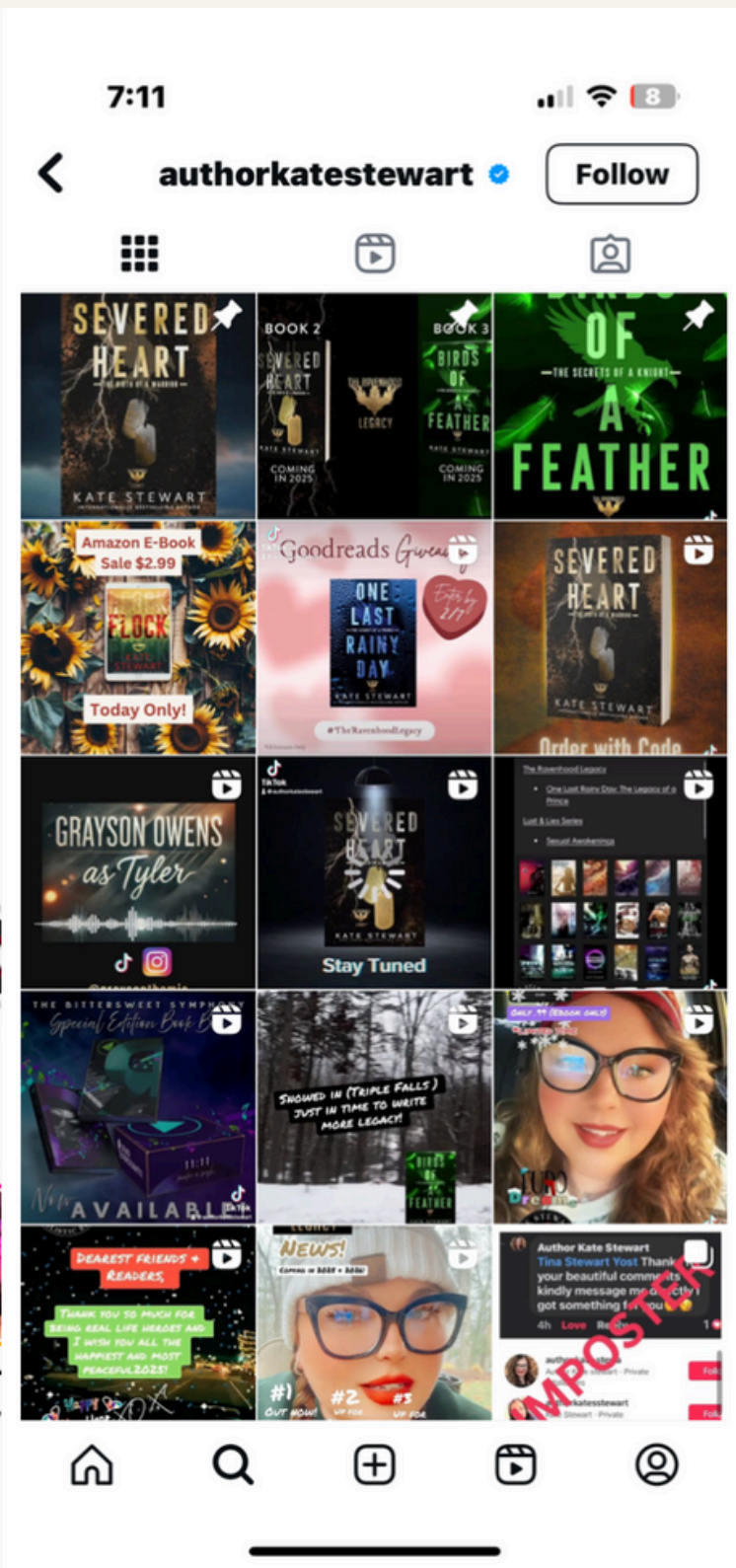
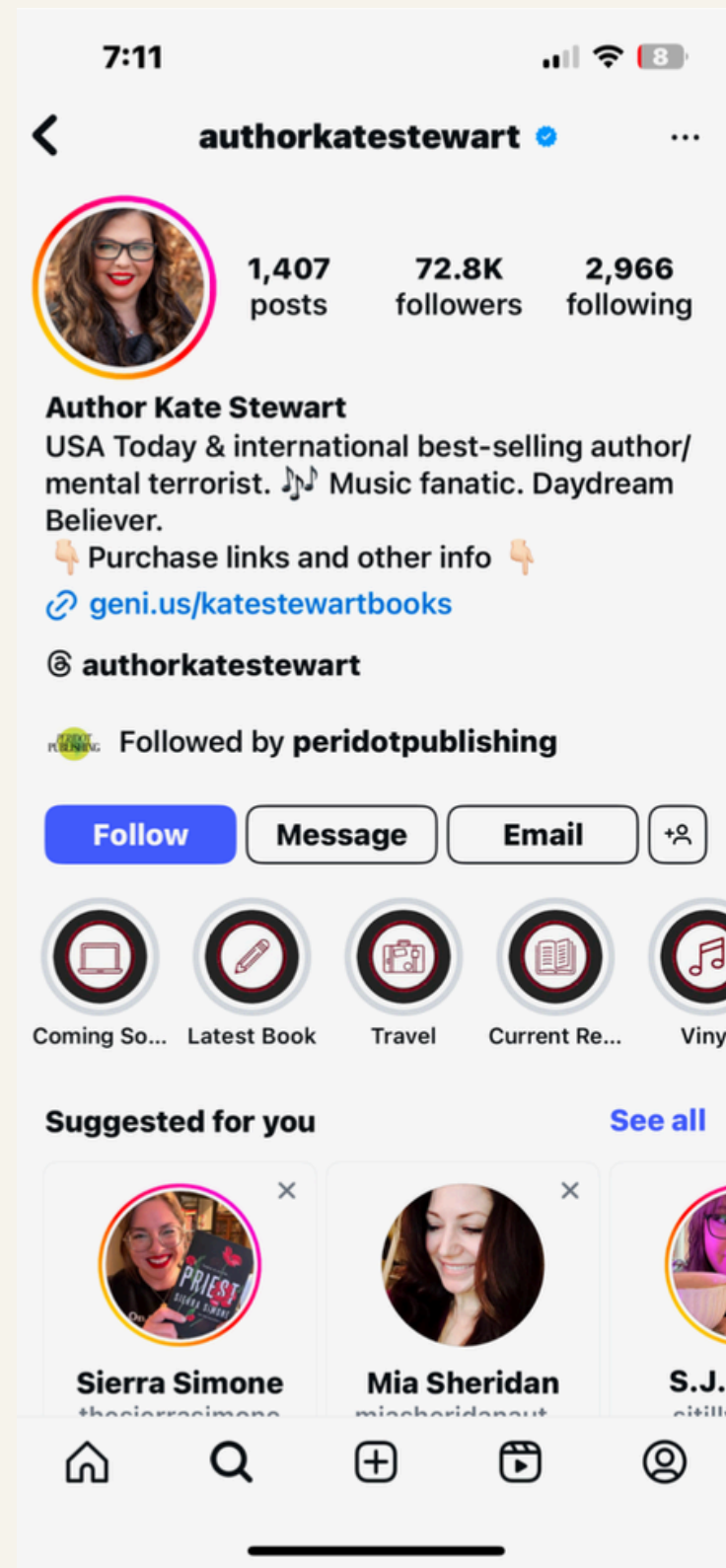
AUDIENCE

Audience: Male and Female, 25-55 Age Range

Wants to keep progressing in their life, aspires to be an entrepreneur, ambitious, has a hard work ethic, is creative and determined, has leadership skills, and self motivated.

Audience Pain Points: Fear of failure, time management struggles, lack of support, lack mentorship, and the feeling of isolation.

Fueled By Purpose



COMPETITOR (DIRECT)

Strengths: High following, shows her face, makes a lot of reels.

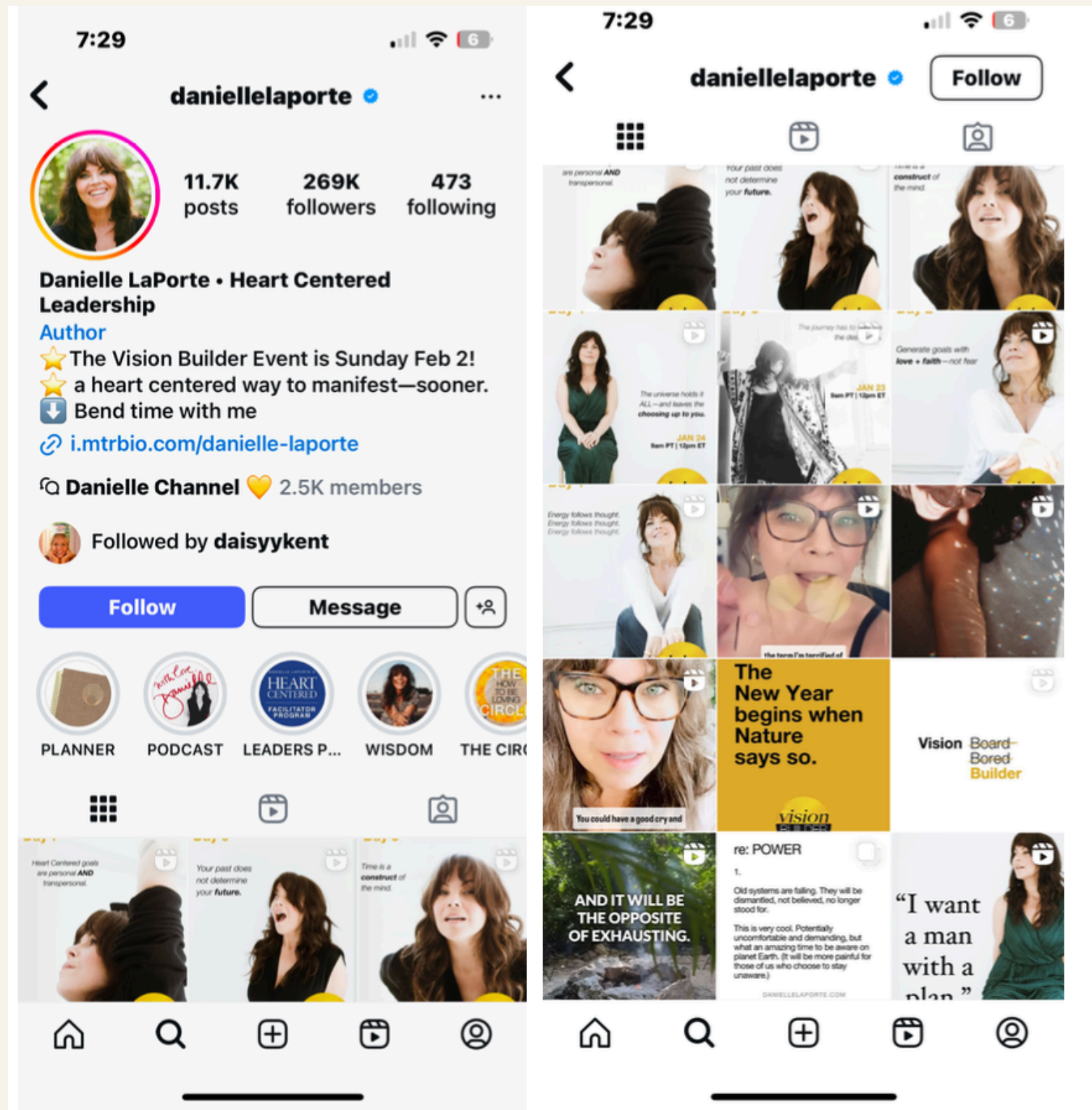
Weaknesses: No clear branding, inconstant posting, very unprofessional view.

Fueled By Purpose

COMPETITOR (DIRECT)

Strengths: Strong brand, good aesthetic and branding, high following.

Weaknesses: Looks very “copy and paste” and unsure what the purpose of the page is.

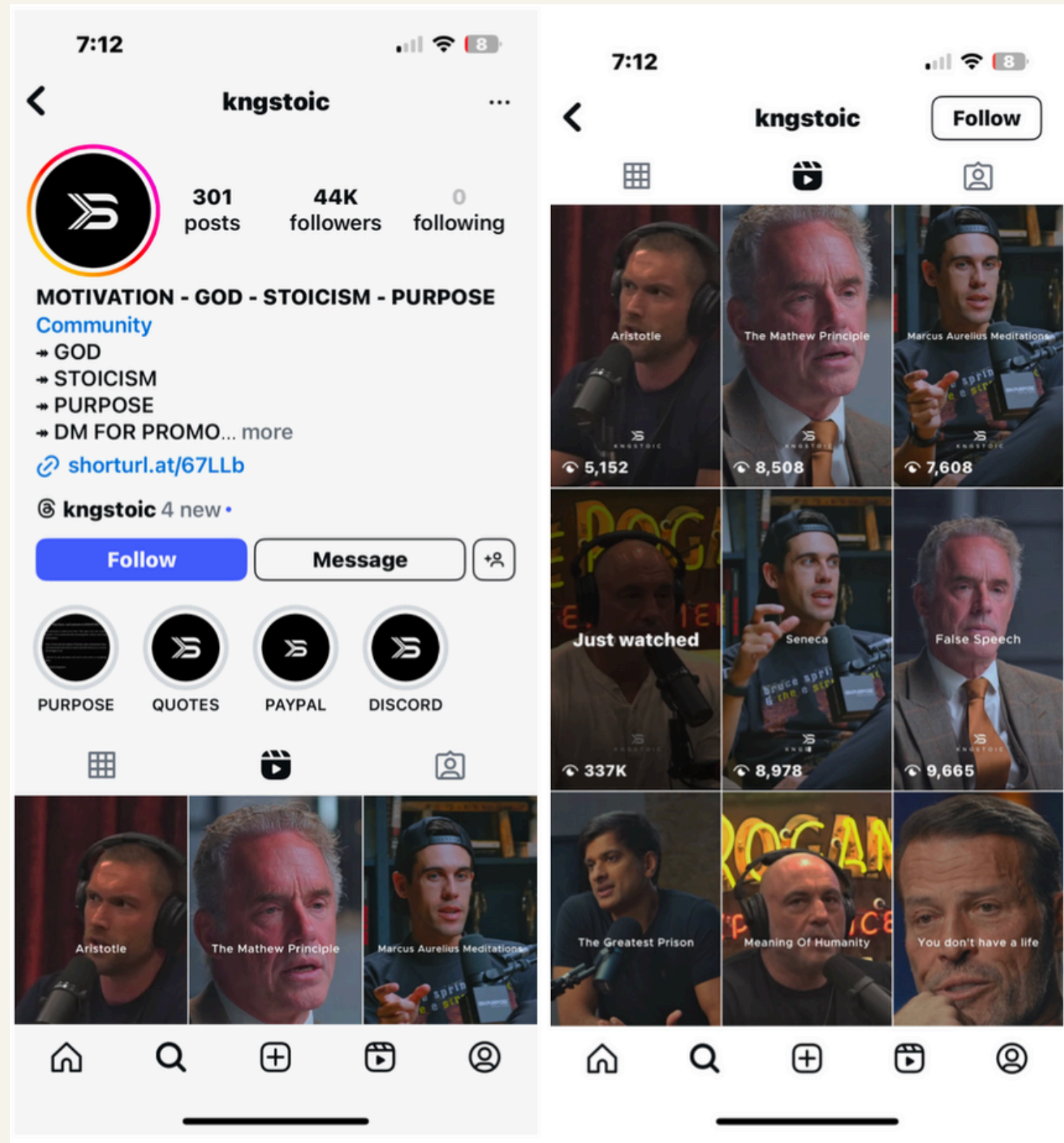


Fueled By Purpose

COMPETITOR (INDIRECT)

Strengths: High following, very clear purpose, clean looking page.

Weaknesses: I don't have a lot of things I would change, I want to impliment this style with my podcast videos.

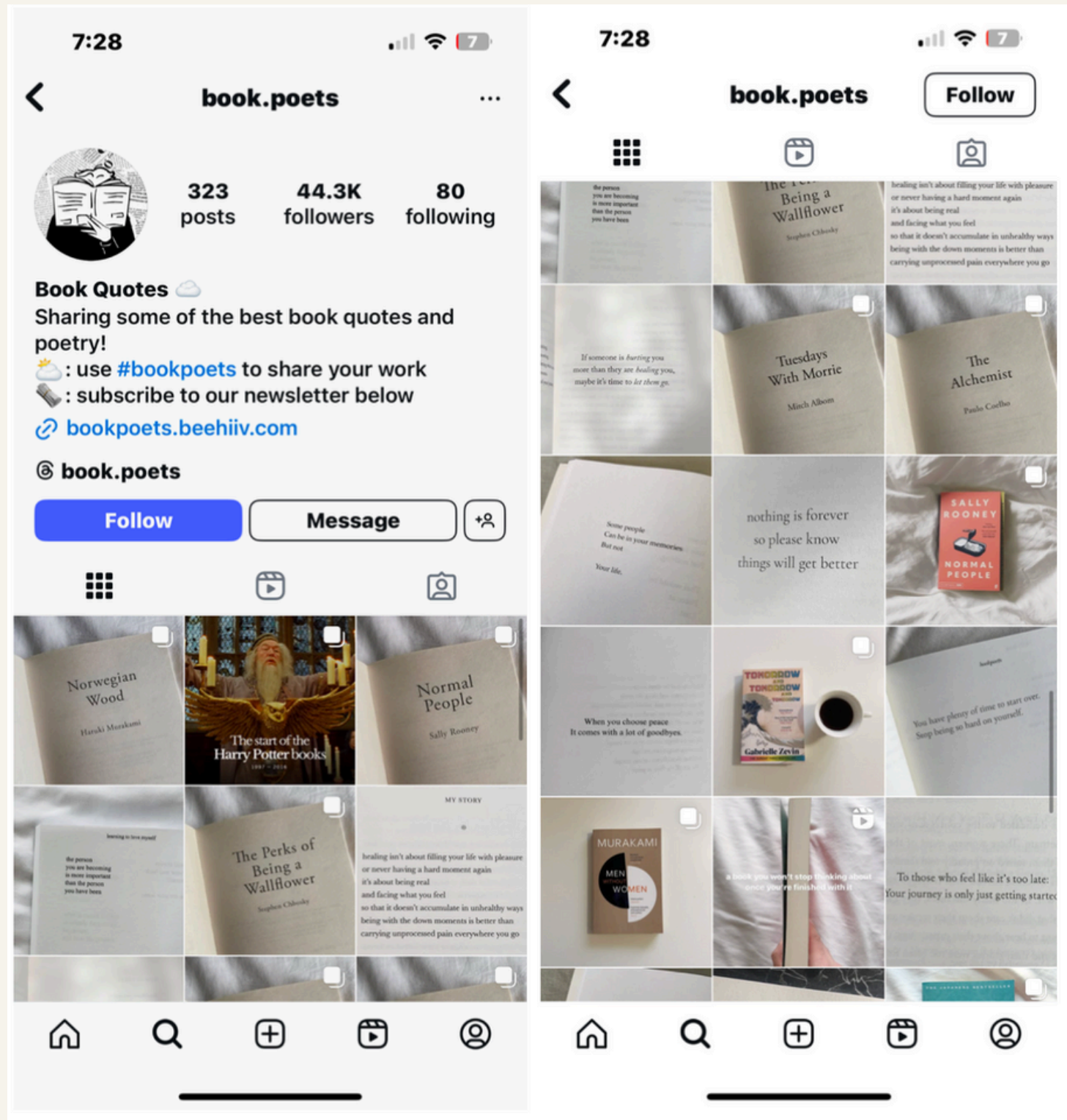


Fueled By Purpose

COMPETITOR (INDIRECT)

Strengths: High following, clear brand, cohesive posting style.

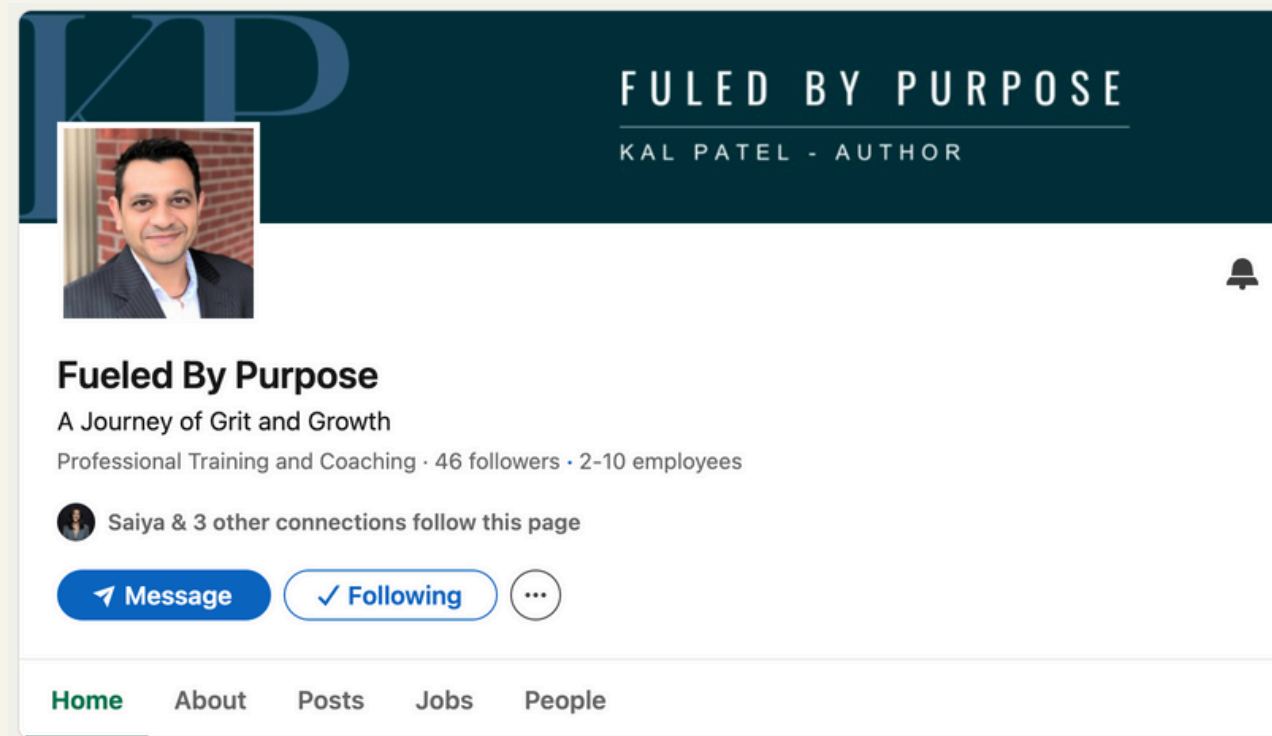
Weaknesses: Seems very boring, but I like the posting idea so I will implement this style on my page.



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SOCIAL MEDIA STRATEGY

SOCIAL MEDIA OVERVIEW



Starting with 2 brand new social media platforms I built 2 pages on **Instagram** and **LinkedIn** to build and post on to complete my Clients goals and objectvies.

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WHAT MAKES US DIFFERENT

This brand will be cohesive and professional. The followers will feel like they know Kal, to feel like he has their best interest in mind and is a mentor to them. It won't just be quotes and videos but a page that makes you feel motivated to go out and work hard. I drives followers to a call to action and shows the problem the page (book) will solve.

Fueled By Purpose

CONTENT PILLARS

Education

The Value:

To educate followers on what the book is about and if it is right for them.

Inspiration

The Value:

Kal is big on motivation so we want to highlight that personality trait on the page.

Entertainment

The Value:

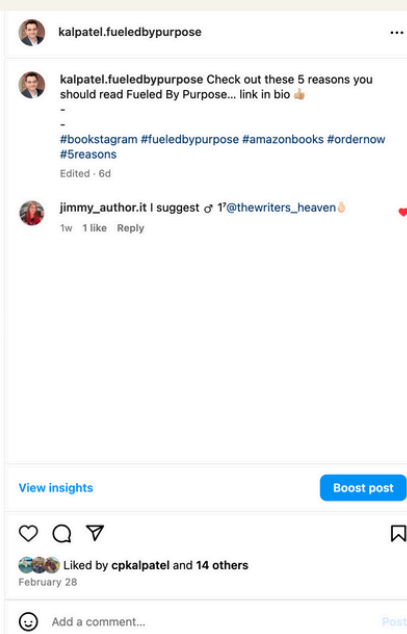
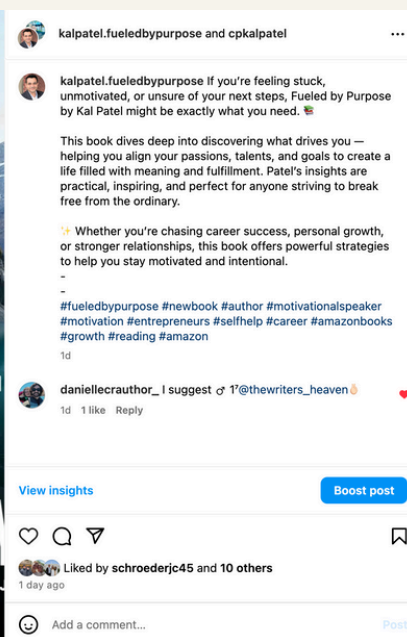
We want to bring new followers, and that is from getting on the FYP using trends.

Fueled By Purpose

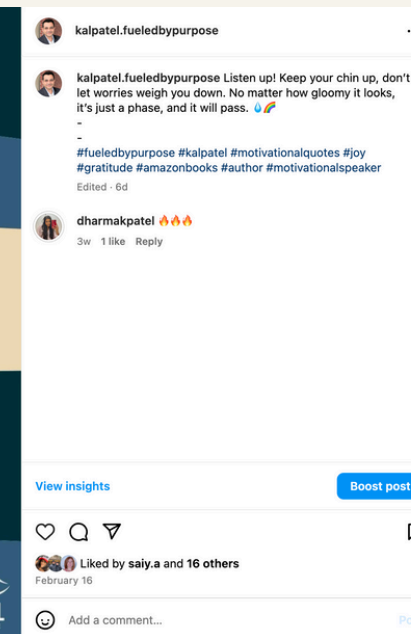
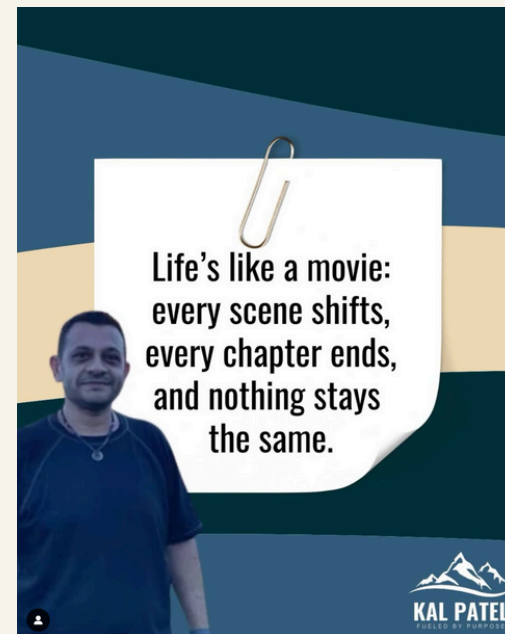
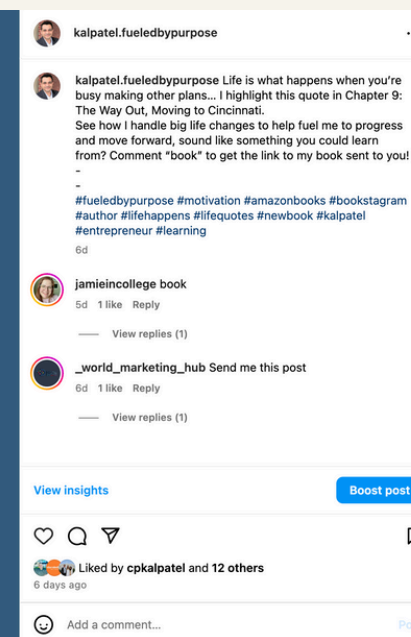
CONTENT PILLARS

2 examples of content for each content pillar that I created.

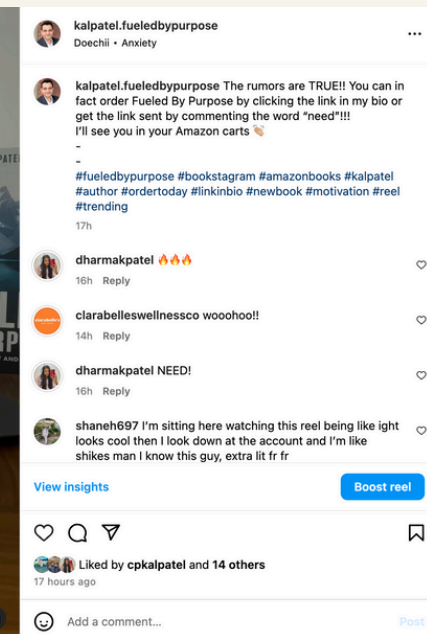
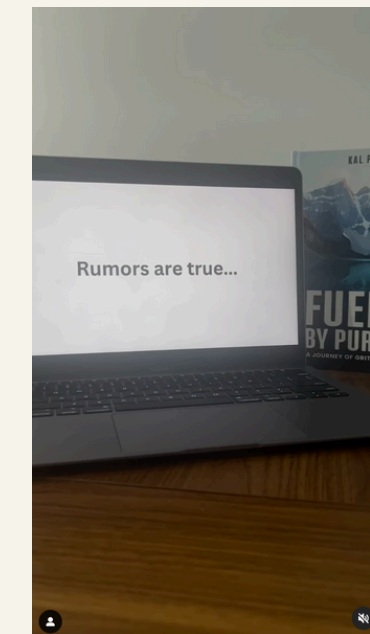
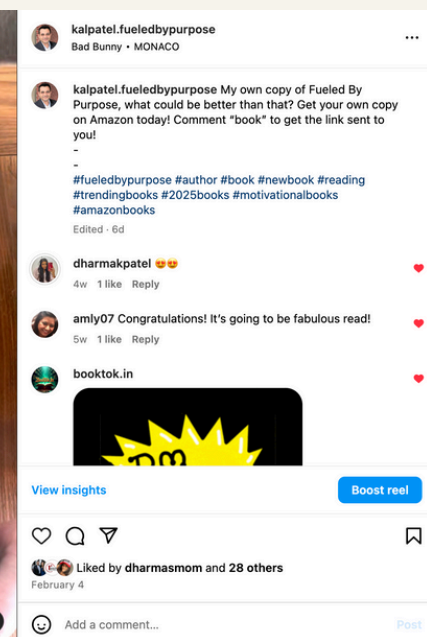
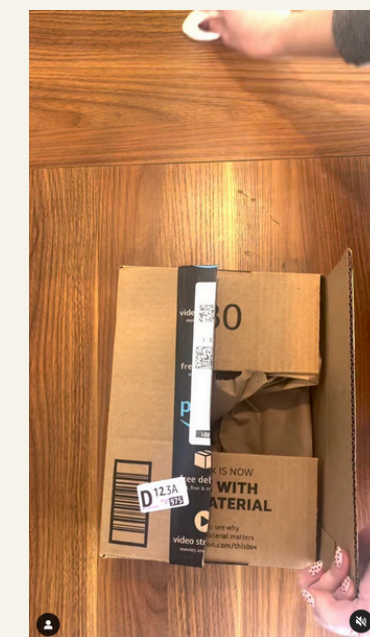
Education



Inspiration



Entertainment



INSTAGRAM

OBJECTIVES

Current:

Instagram has gone from 0 to 200 followers by April 10th

Get 100 people to go through to look at the book on amazon through the bio link by April 10th

Revised:

Instagram has gone from 0 to 300 Followers by April 10th

Get 75 people to go through to look at the book on amazon through the bio link by April 10th

RESULTS

Objective One: Instagram has gone from 0 to 300 followers by April 10th

Results: 255 followers by March 18th

Objective Two: Get 75 people to go through to look at the book on Amazon through the bio link by April 10th

Results: 67 clicks by March 18th

INSTAGRAM

STARTED WITH 0

37

POSTS

12.1K

VIEWS

67

LINK TAPS

1,029

PROFILE VISITS

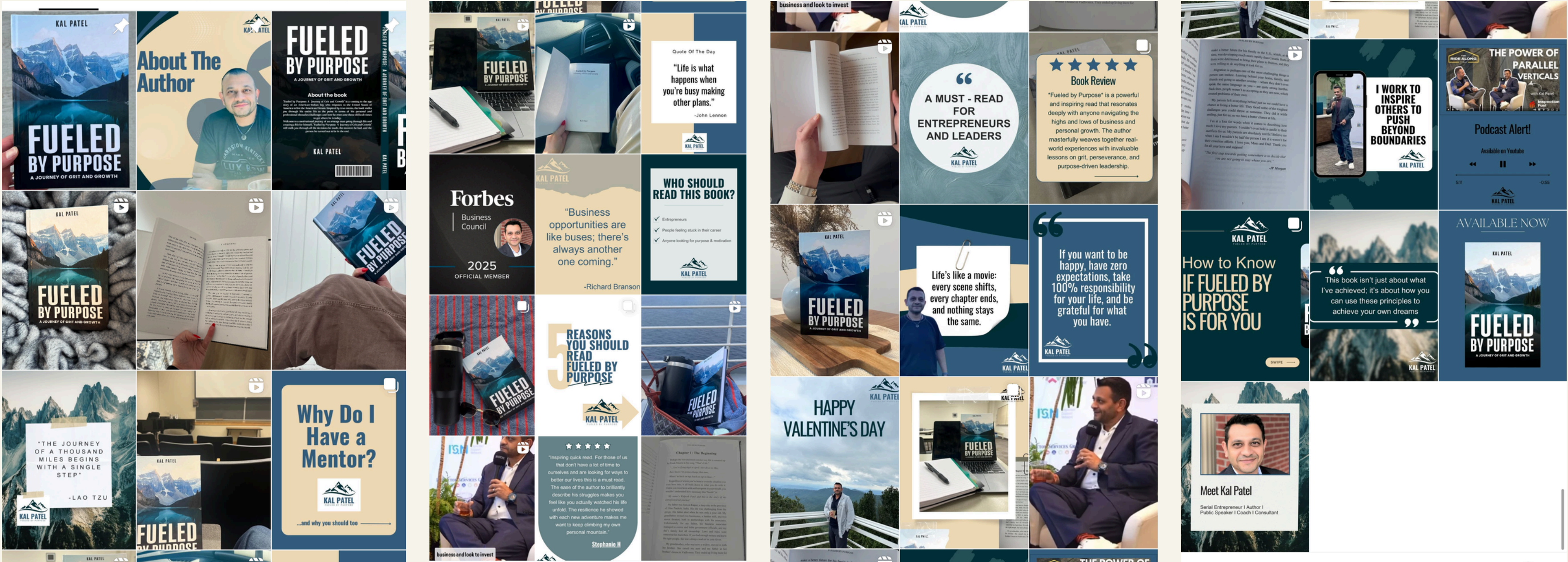
516

LIKES

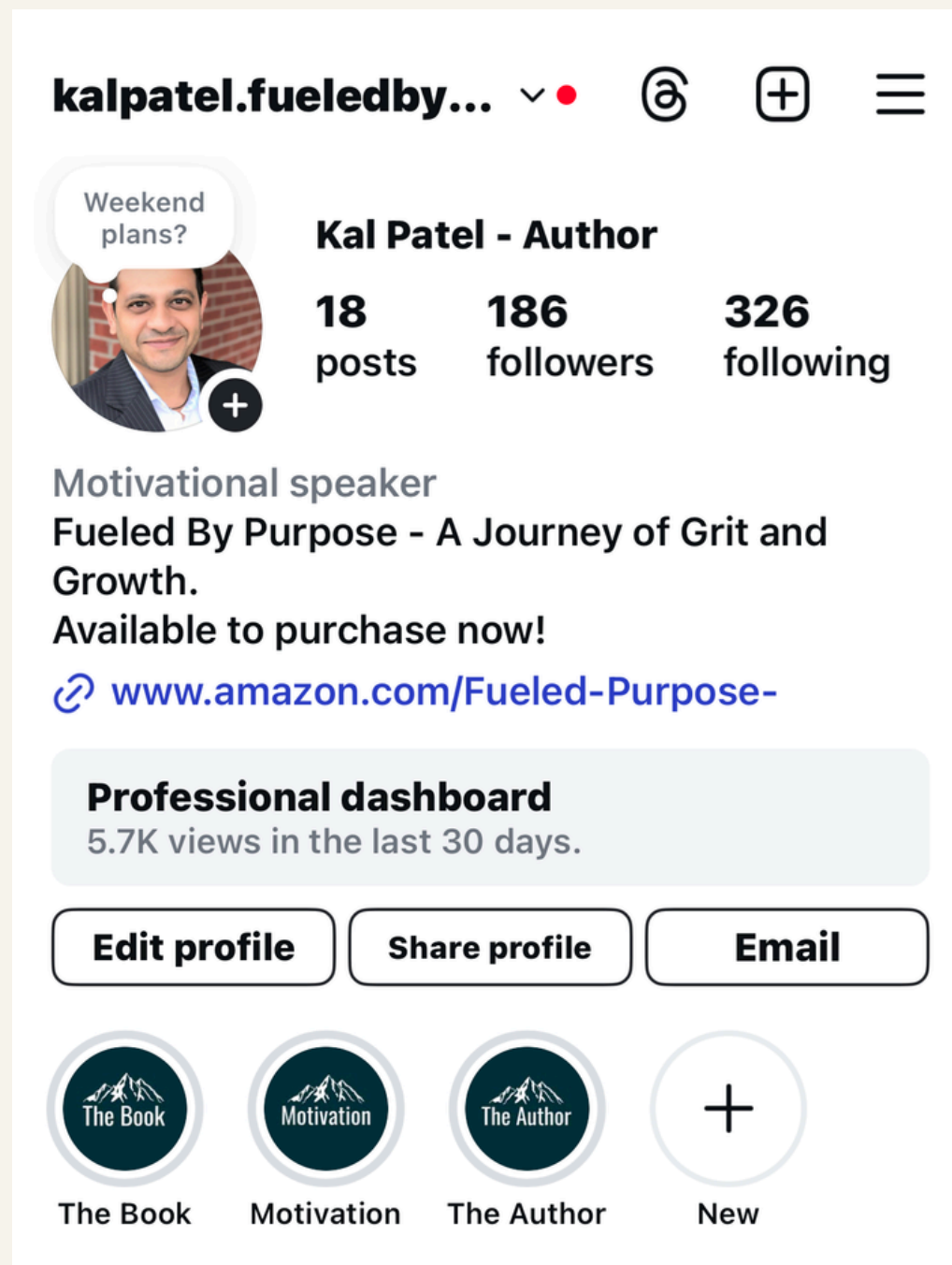
51

COMMENTS

CURRENT INSTAGRAM FEED



THE PROFILE



BEFORE (AS OF FEB 22)



AFTER (AS OF MARCH 5)

Changes I made:

Link-tree: Added a linktree to link amazon book, his website, linkedIn, and his personal pages

New Book: Added “New Book to direct what the page is for

More Details: Added the Must-Read section to provide more details

CONTENT STRATEGY

Follow to Follow

Post Consistently

Content Pillars

Aesthetic Branding

Community Building - Call-to-actions

Hashtags

Create Linktree

Create a mini chat

255 Followers

Post 6 days a week

At least 1 post per week in each pillar

Consistent colors and typography

Call to actions in 36 posts

7-10 hashtags per post

Created linktree that is in bio

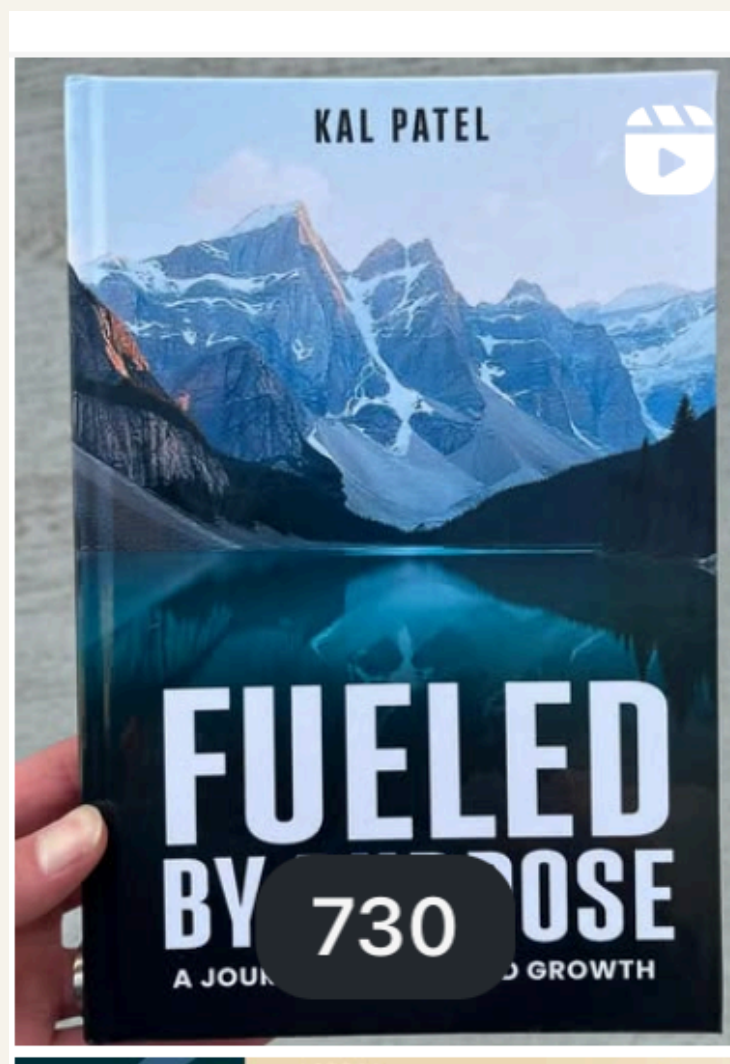
Did a mini chat on 3 posts

Fueled By Purpose

CONTENT CALENDER

	M	T	W	TH	F	S
Week 1	Post	Reel	Post	Reel	Caros	Post
Week 2	Reel	Post	Caros	Caros	Post	Reel
Week 3	Post	Caros	Post	Post	Reel	Reel

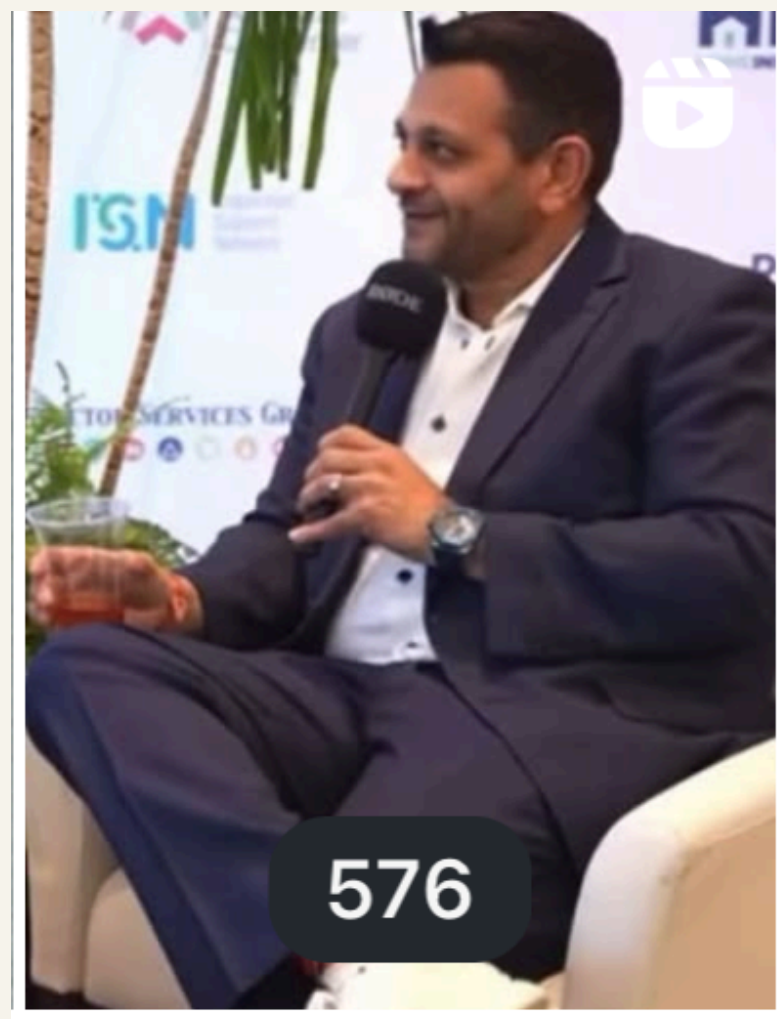
THE WORK



Top Performing Post #1
Reel
Total Views: 703
Likes: 20
Comments: 8

Fueled By Purpose

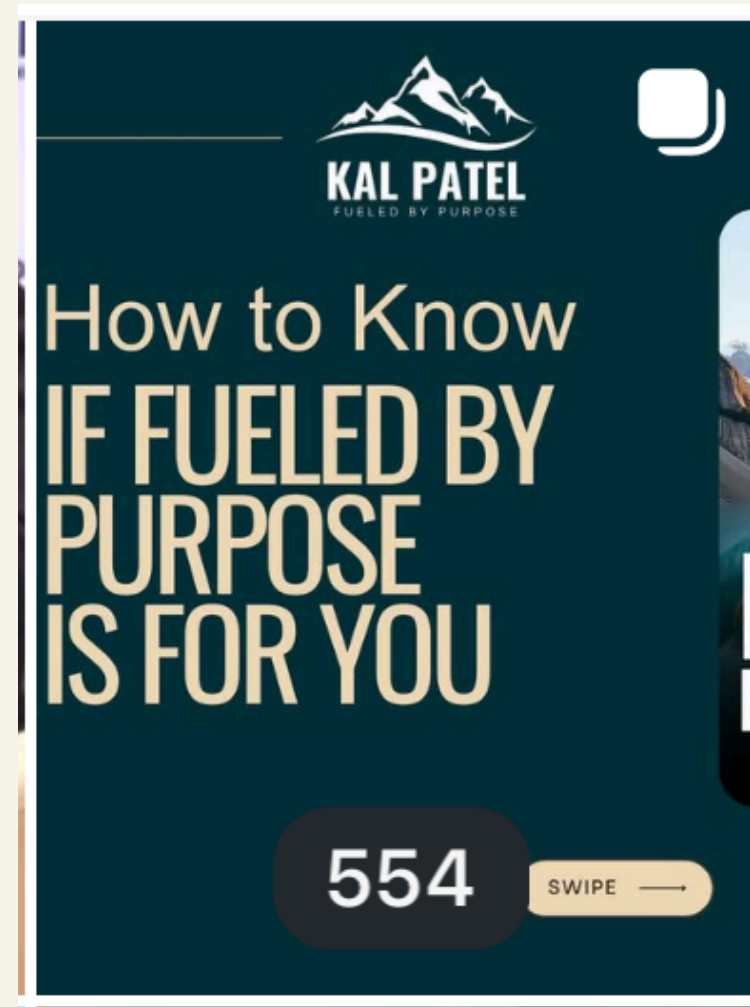
THE WORK



Top Performing Post #2
Reel
Total Views: 576
Likes: 52
Comments: 7

Fueled By Purpose

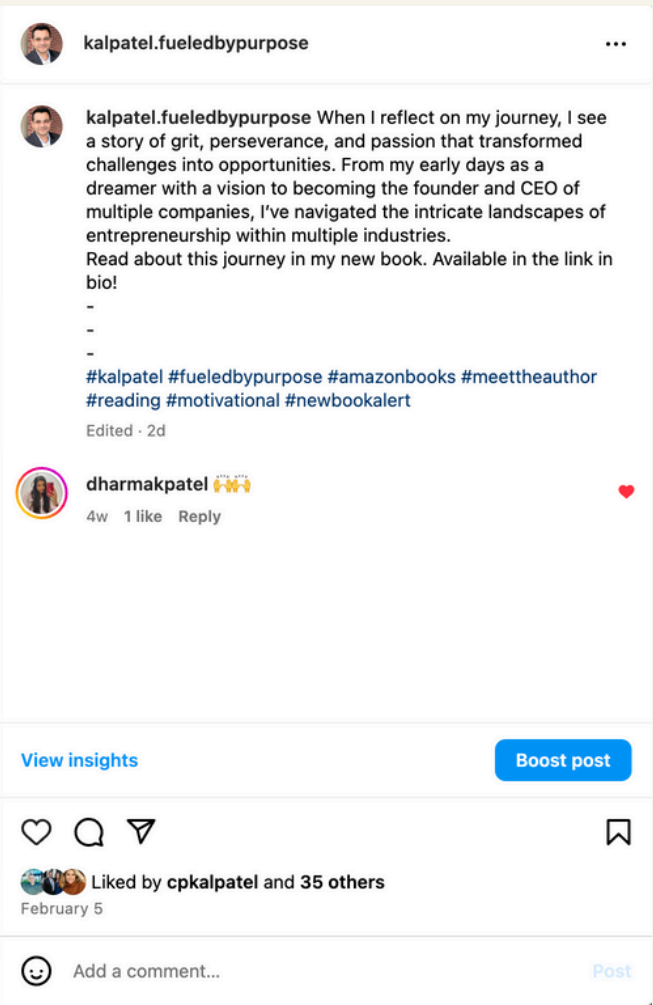
THE WORK



Top Performing Post #3
Carousel
Total Views: 554
Likes: 26
Comments: 4

Fueled By Purpose

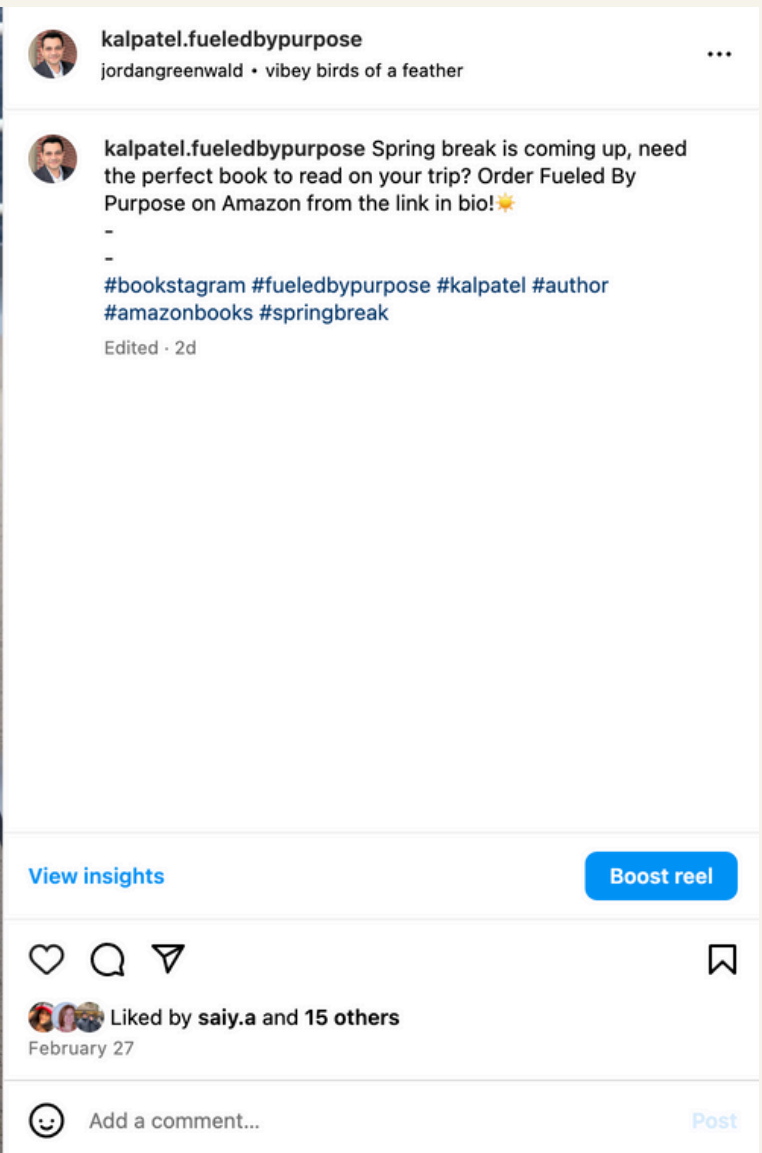
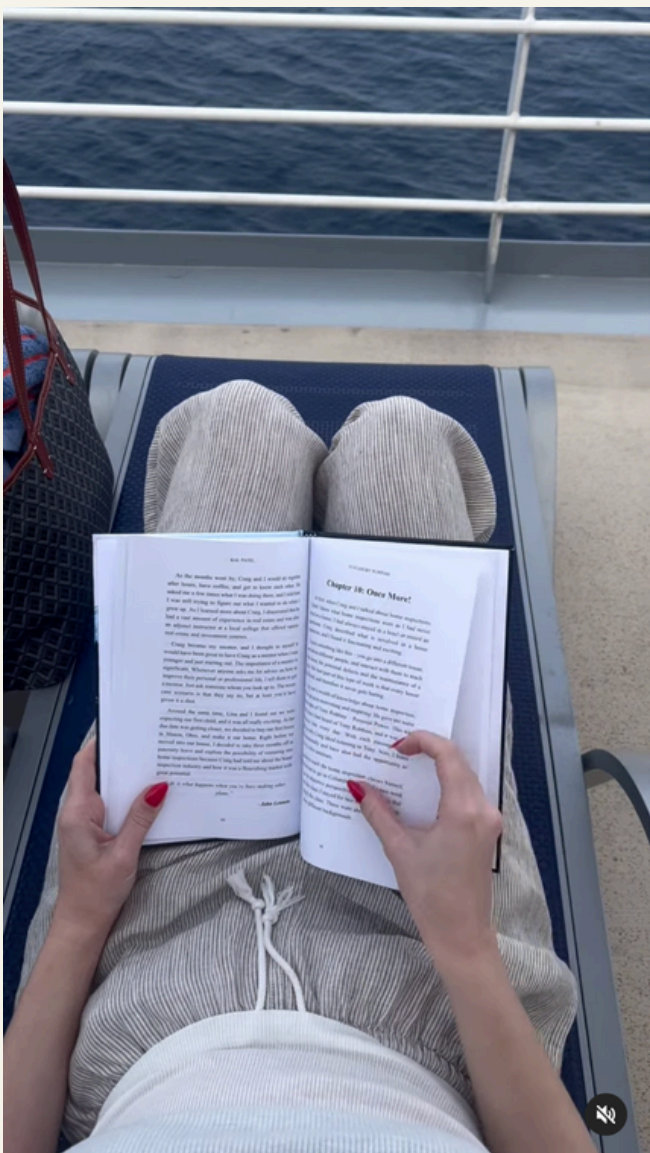
THE WORK



Top Performing Post #4
Static Post
Total Views: 450
Likes: 36
Comments: 1

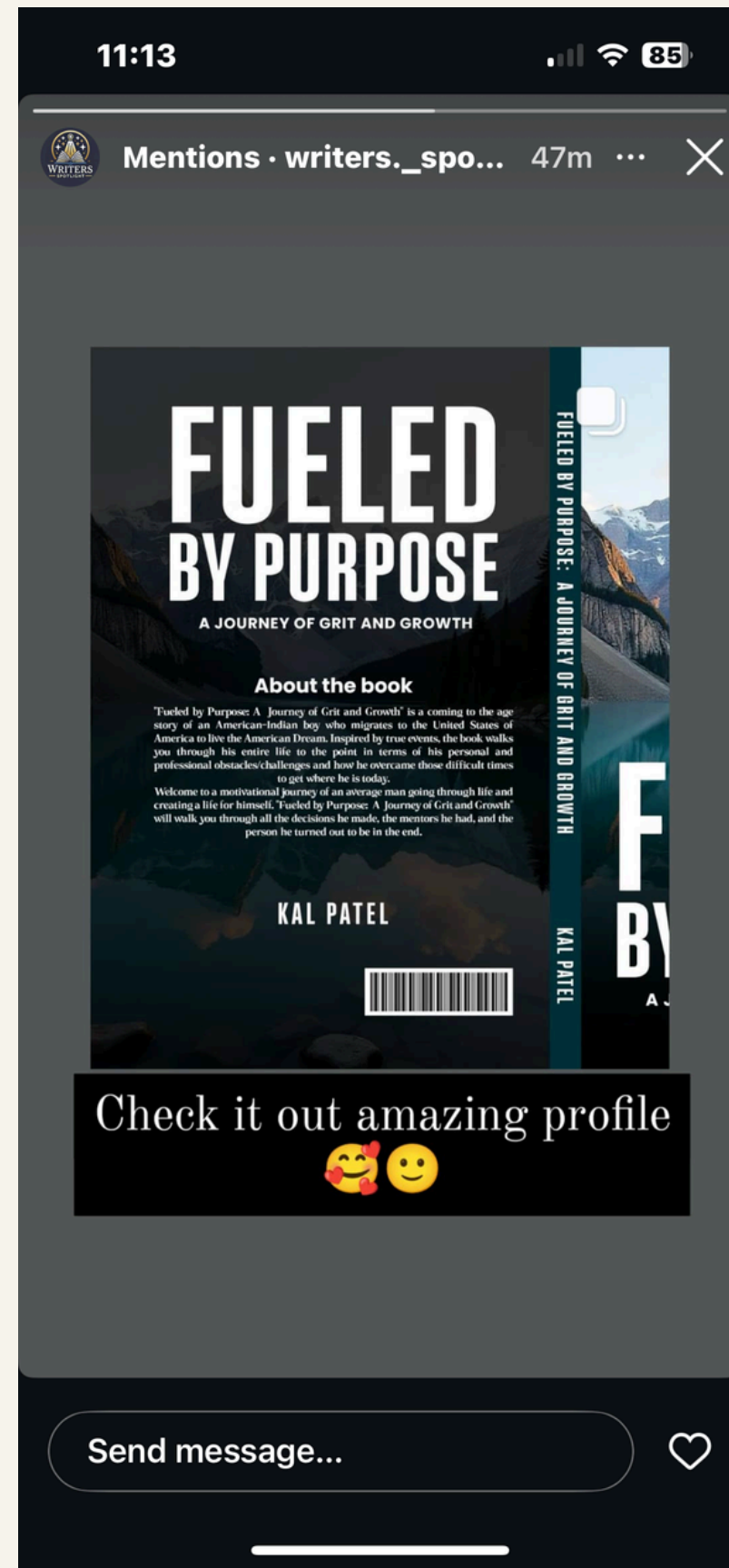
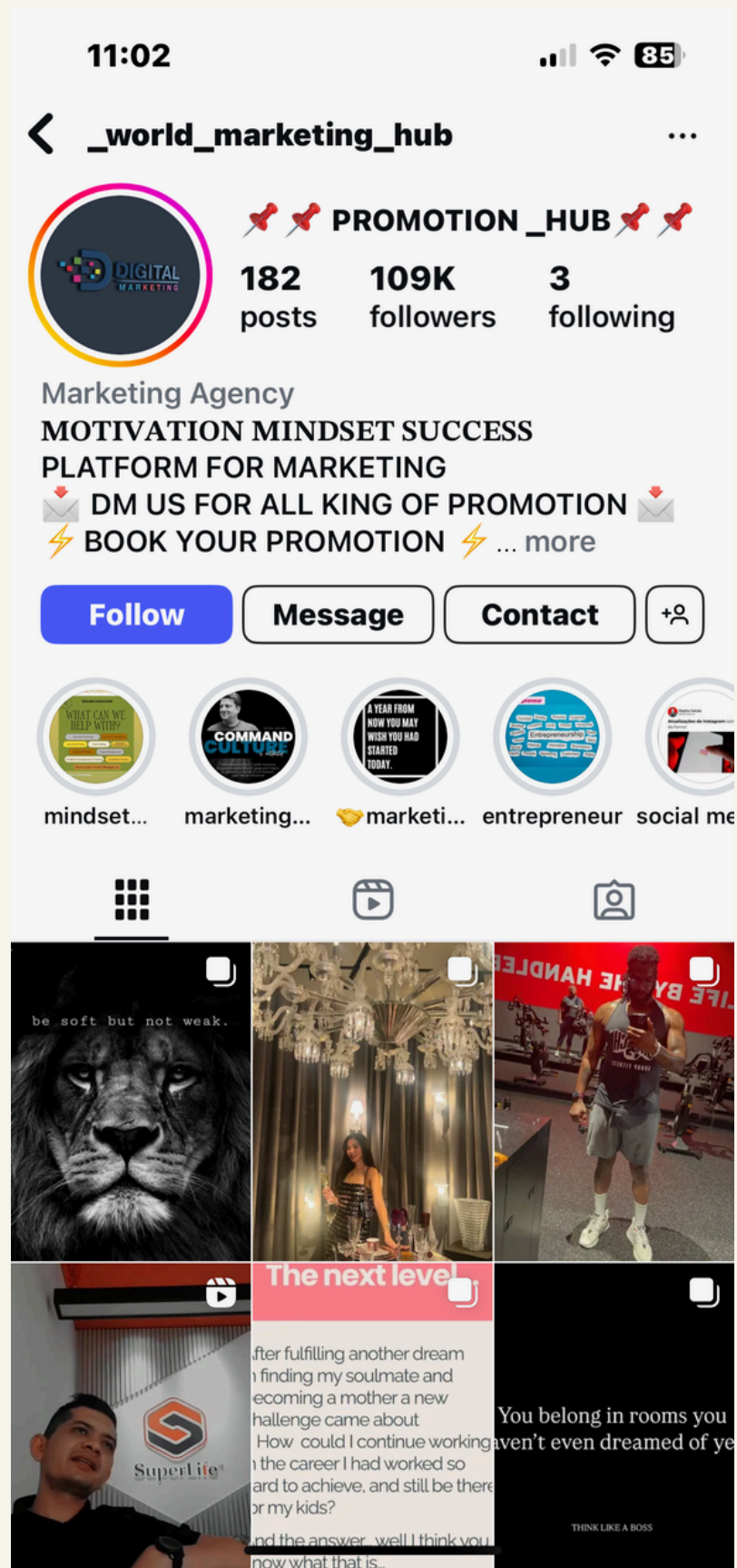
Fueled By Purpose

THE WORK



Top Performing Post #5
Reel
Total Views: 378
Likes: 16
Comments: 0

Fueled By Purpose



TOP COLLABORATOR

Spotlighted on HUGE Writers account story!!

This helped me to know that my page was getting out and getting recongoinzed. It gives the page credibility and helped with brand awarness.

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INSTAGRAM EVALUATION

THE INSTAGRAM CAMPAIGN SHOWED STRONG GROWTH, GAINING 255 FOLLOWERS AND ACHIEVING 67 AMAZON LINK CLICKS BY MARCH 18TH, CLOSELY APPROACHING THE SET OBJECTIVES. THE USE OF CONSISTENT BRANDING, ENGAGING CONTENT PILLARS, AND STRATEGIC CALLS-TO-ACTION PROVED EFFECTIVE. TOP-PERFORMING POSTS, PARTICULARLY REELS, DEMONSTRATED THE VALUE OF VISUALLY DYNAMIC CONTENT IN REACHING AND MOTIVATING THE AUDIENCE. WHILE FOLLOWER GROWTH WAS POSITIVE, SLIGHTLY MORE FOCUS ON DRIVING LINK CLICKS AND INCREASING POST INTERACTIONS COULD FURTHER ENHANCE CONVERSION RATES.

LINKEDIN

OBJECTIVES

Current:

LinkedIn has gone from 0 to 500 followers by April 10th

Revised:

LinkedIn has gone from 0 to 100 followers by April 10th

RESULTS

Objective One: LinkedIn has gone from 0 to 100 followers by April 10th

Results: 46 followers by March 8th

LINKEDIN

50

FOLLOWERS

1342

IMPRESSIONS

75

REACTIONS

2

COMMENTS

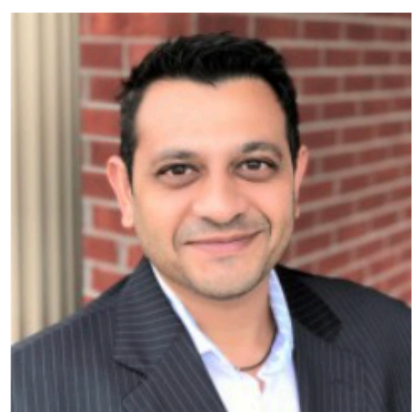
61

PAGE VIEWS

2

REPOSTS

CURRENT LINKEDIN PROFILE



Fueled By Purpose

A Journey of Grit and Growth

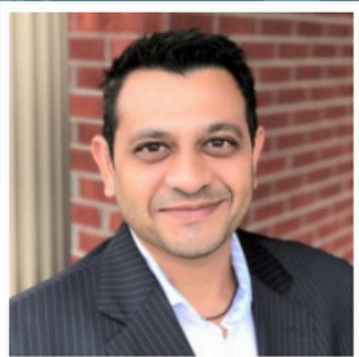
Professional Training and Coaching · 46 followers · 2-10 employees

 Saiya & 3 other connections follow this page

[↗ Message](#)[✓ Following](#)[⋮](#)

[Home](#)[About](#)[Posts](#)[Jobs](#)[People](#)

UPDATED PROFILE



FUELED BY PURPOSE

KAL PATEL - AUTHOR



Fueled By Purpose - Kal Patel

New Book!! A Journey of Grit and Growth. A Must-Read for Entrepreneurs and Leaders Available to purchase now!

Professional Training and Coaching · 50 followers · 2-10 employees

 Saiya & 3 other connections follow this page

[✉ Message](#) [✓ Following](#) [⋮](#)

[Home](#) [About](#) [Posts](#) [Jobs](#) [People](#)

THE NAME: I ADDED KAL'S NAME TO THE NAME, SINCE HE IS THE AUTHOR.

THE BIO: I MADE IT MORE SPECIFIC, I ADDED "NEW BOOK" SO READERS KNEW WHAT THE PAGE WAS FOR.

DETAILS: I ADDED WHO THE BOOK WAS FOR.

CONTENT STRATEGY

Follow to Follow

Post Consistently

Content Pillars

Aesthetic Branding

Community Building - call-to-actions

Hashtags

Add direct link to amazon in pinned post

49 Followers

Post 3-4 days a week

At least 1 post per week in each pillar

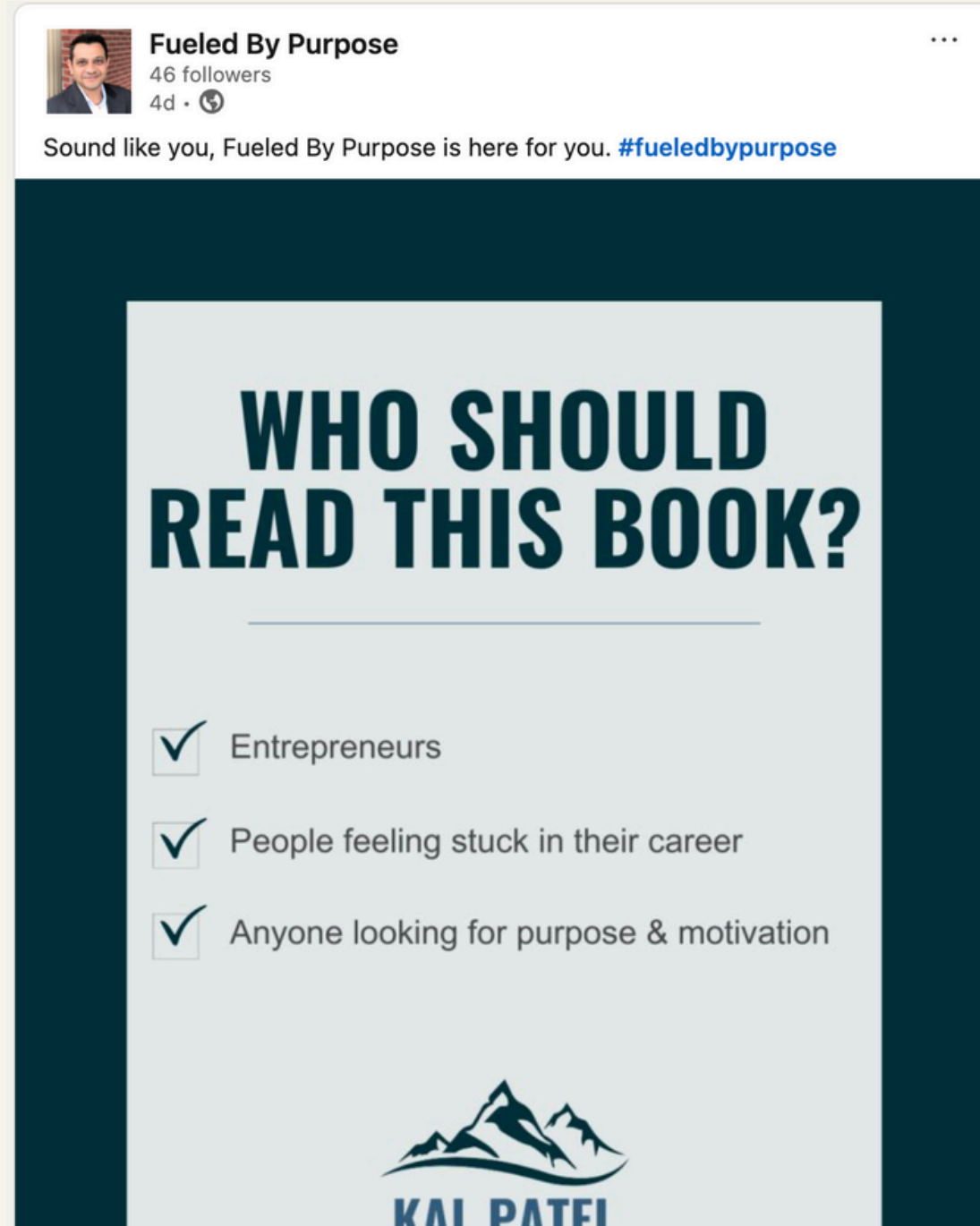
Consistent colors and typography

Call to actions in every post

5-7 hashtags per post

Have a pinned post with the link

THE WORK



TOP PERFORMING POST #1
GRAPHIC
IMPRESSIONS: 181

Fueled By Purpose

THE WORK

TOP PERFORMING POST #2
ARTICLE
IMPRESSIONS: 129



Fueled By Purpose
46 followers
1w • 🌐

⋮

🚀 Discover the Power of Grit, Passion, and Perseverance! 📖✨

Fueled by Purpose by Kal Patel is more than just a book—it's a blueprint for resilience, success, and fulfillment. Drawing from over 25 years of entrepreneurship, Kal shares the challenges, breakthroughs, and defining moments that have shaped his journey.

This book is a must-read for business owners, aspiring entrepreneurs, and anyone seeking a deeper sense of purpose. Through powerful insights and real-world experiences, Kal reveals how to navigate obstacles, turn challenges into opportunities, and build a life and career fueled by passion.

🔥 What Readers Will Gain:

- ✅ Strategies for overcoming setbacks and seizing opportunities
- ✅ A framework for building a business with purpose and perseverance
- ✅ Insights on leadership, innovation, and personal growth
- ✅ A fresh perspective on balancing success with fulfillment

📖 Join the Conversation! Share your thoughts, favorite quotes, and key takeaways in the comments. Let's discuss how these principles can inspire and impact our own journeys!

🔗 Grab a copy today: <https://a.co/d/g4WtVqB>

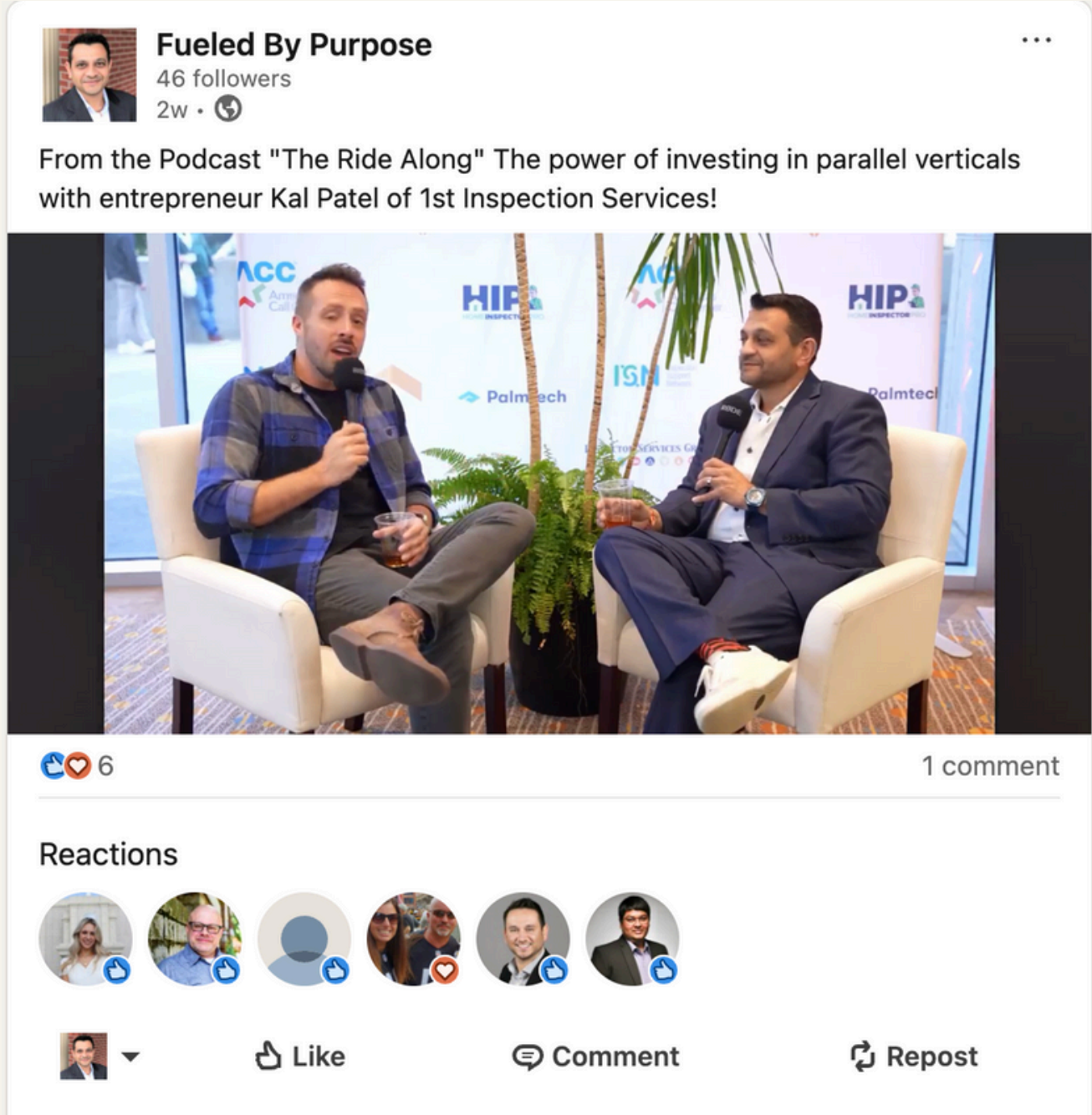
#FueledByPurpose #Entrepreneurship #SuccessMindset #GritAndPassion
#KalPatel #BookClub #BusinessGrowth



Fueled by Purpose: A Journey of Grit and Growth
amazon.com

★★★★★

THE WORK



TOP PERFORMING POST #3

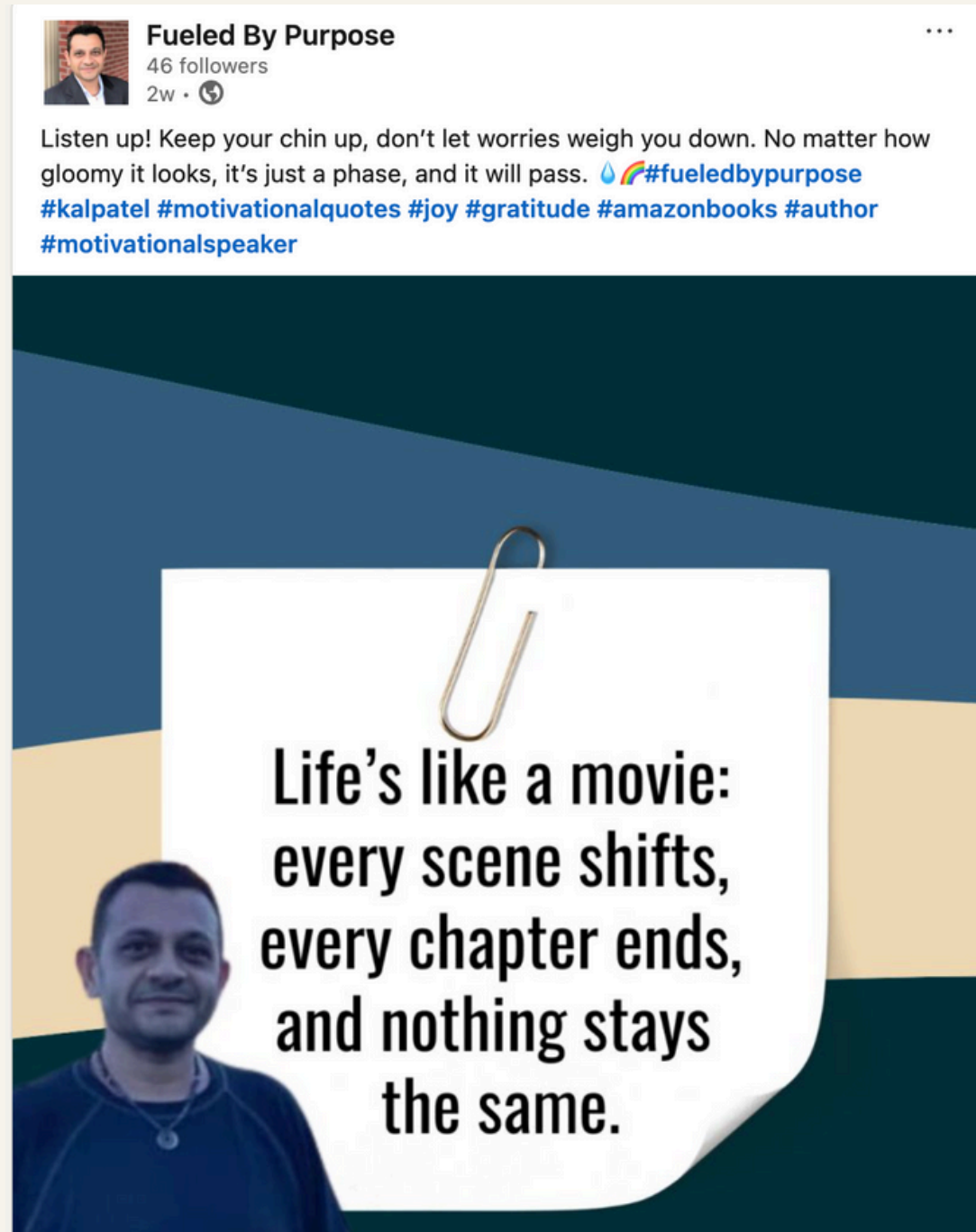
VIDEO

IMPRESSIONS: 132

VIEWS: 52

Fueled By Purpose

THE WORK



TOP PERFORMING POST #4
GRAPHIC
IMPRESSIONS: 73

Fueled By Purpose

THE WORK

TOP PERFORMING POST #5
ARTICLE
IMPRESSIONS: 69



Fueled By Purpose
46 followers
2w • 

...

Amazon Book Review:
A Must-Read for Entrepreneurs and Leaders

"*Fueled by Purpose* is a powerful and inspiring read that resonates deeply with anyone navigating the highs and lows of business and personal growth. The author masterfully weaves together real-world experiences with invaluable lessons on grit, perseverance, and purpose-driven leadership.

What sets this book apart is its authenticity—it's not just about success but about the resilience required to overcome obstacles along the way. Whether you're an aspiring entrepreneur, a seasoned business owner, or someone looking for motivation to push forward, this book delivers insights that will stick with you long after you turn the last page.

Highly recommend for anyone looking to fuel their own journey with purpose!"
-Amazon Reader

 1

1 repost

Reactions



 ▾

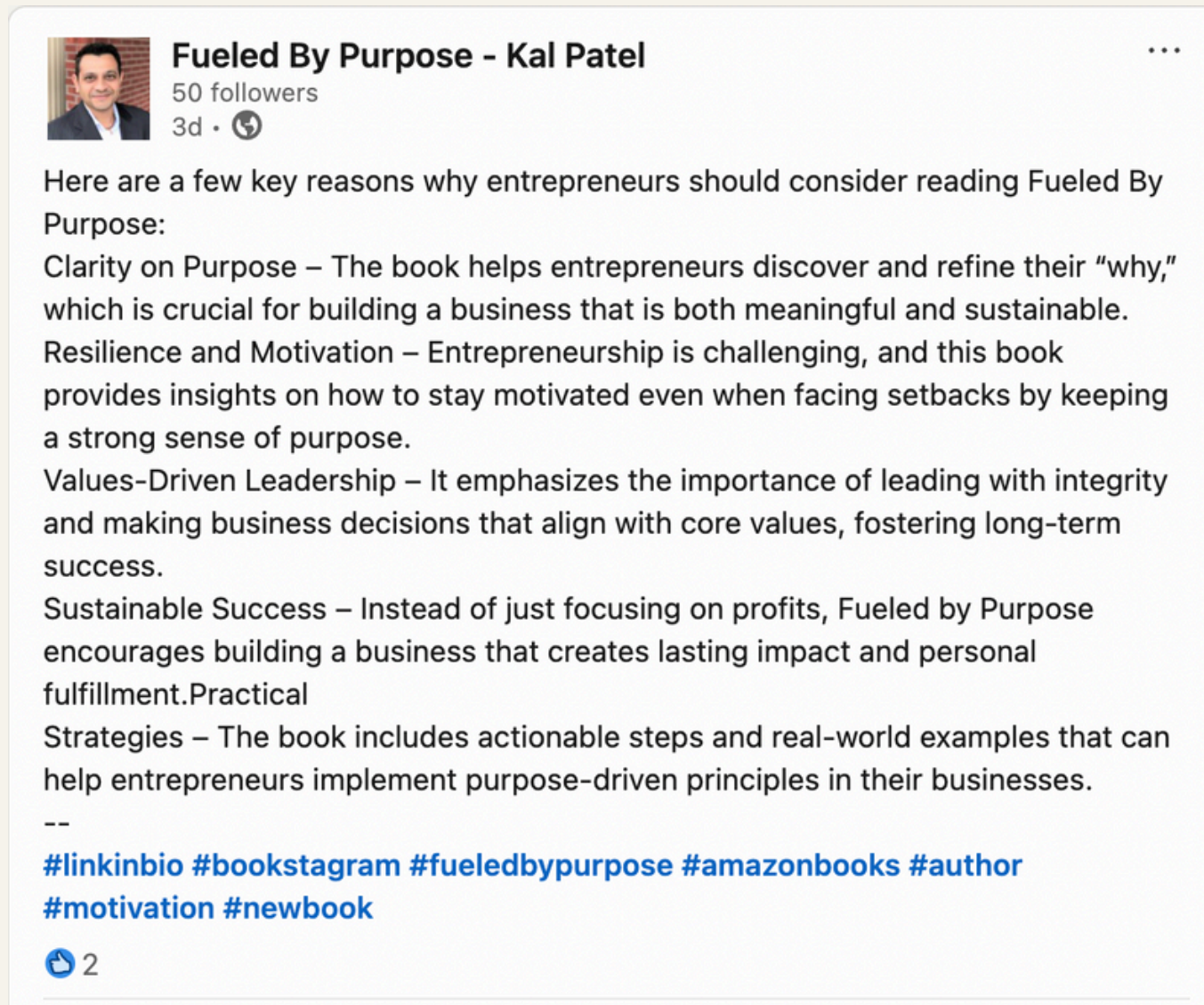
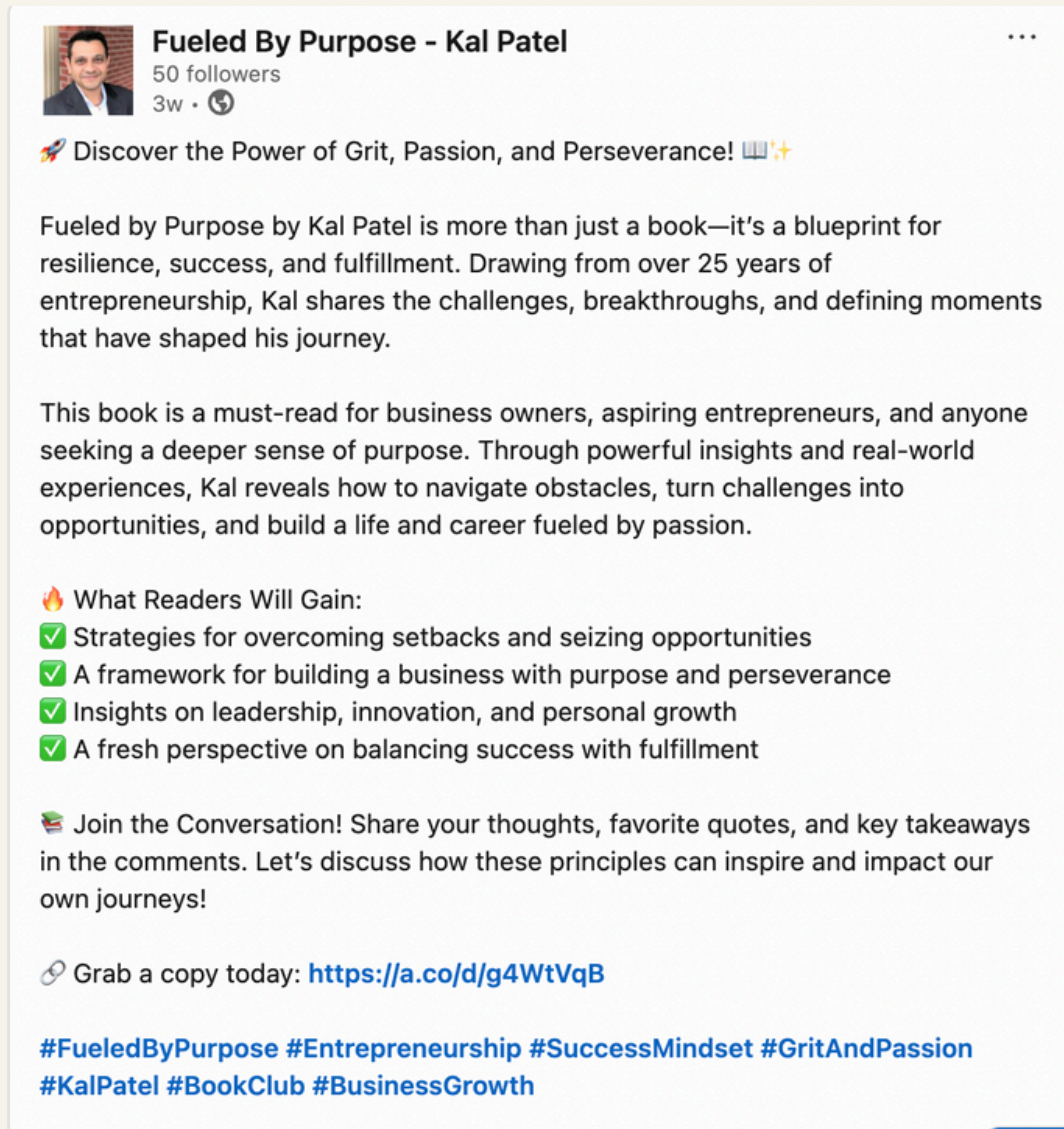
 Like

 Comment

 Repost

Fueled By Purpose

LONG FORM CONTENT



CHANGE TO LONG FORM CONTENT:

**STARTING LAST WEEK OF FEBRUARY I
DECIDED TO ADD MORE LONG FORM
CONTENT WHICH IS MORE LINKEDIN
SPECIFIC.**

**THESE ARE TWO OF THE TOP 5 POSTS
ON THE PAGE SO IT SHOWED.**

Fueled By Purpose

LINKEDIN EVALUATION

THE LINKEDIN STRATEGY EFFECTIVELY INTRODUCED KAL PATEL'S BRAND TO A PROFESSIONAL AUDIENCE, GAINING 49 FOLLOWERS AND NOTABLE ENGAGEMENT WITH LONG-FORM CONTENT. THE SHIFT TO MORE DETAILED AND INFORMATIVE POSTS ALIGNED WELL WITH LINKEDIN'S PLATFORM STRENGTHS. WHILE THE CAMPAIGN FELL SHORT OF THE REVISED FOLLOWER GOAL, THE STRONG PERFORMANCE OF KEY POSTS AND INCREASED VISIBILITY HIGHLIGHT A SOLID FOUNDATION FOR FUTURE GROWTH. CONTINUING TO EXPAND THE USE OF LONG-FORM CONTENT AND ENHANCING NETWORKING EFFORTS WILL BE KEY TO FURTHER SUCCESS.

THE CAMPAIGN

CONTENT

13

REELS

7

CAROUSELS

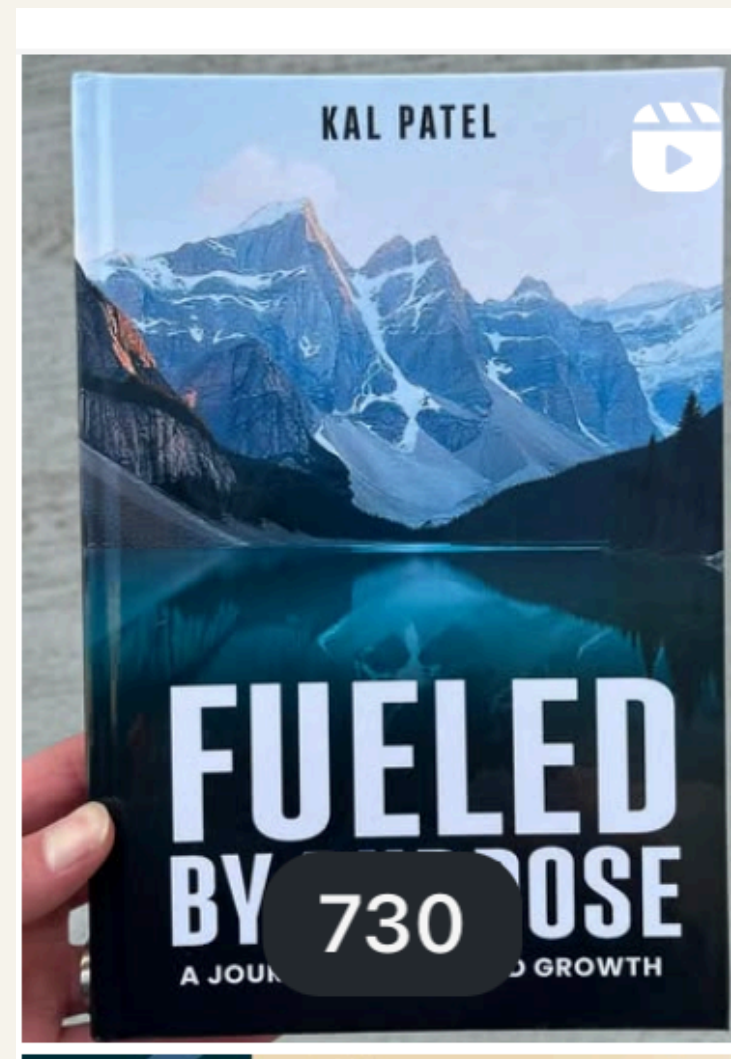
17

STATIC POSTS

27

STORIES

TOP PERFORMING REEL



Total Views: 703
Likes: 20
Comments: 8

Fueled By Purpose

TOP PERFORMING CAROUSEL



Total Views: 554

Likes: 26

Comments: 4

Fueled By Purpose

TOP PERFORMING STATIC POST



Total Views: 450
Likes: 36
Comments: 1

Fueled By Purpose

TOP PERFORMING STORY



Total Views: 98

Likes: 8

Replies: 3

Interactions: 11

Fueled By Purpose

FINAL CONCLUSION

The Fueled By Purpose campaign successfully established a strong brand presence for Kal Patel, achieving significant growth on both Instagram and LinkedIn. Through strategic content creation, consistent posting, and audience engagement, the campaign increased awareness of Kal's book and positioned him as a motivational mentor. Moving forward, continued efforts will focus on sustaining this momentum and driving further engagement to support Kal's personal brand and book sales.

PLAN MOVING FORWARD

Next Few Weeks: I will continue posting and tracking the page for the next 3 weeks for my Capstone Class.

After Graduation: I will continue this page as a part of my responsibilities for a Marketing Agency I work for! I will also be starting a book campaign for another author starting in April when I graduate!

THANK YOU!

