

A festive desk scene featuring a white textured cup of coffee with a gold rim, a pair of tortoiseshell glasses, gold hoop earrings, a gold mask, and a laptop keyboard, all set against a white background with warm, bokeh lights.

Creating your Personal Brand

GUIDE + WORKBOOK





We all have a Personal Brand!

Your personal brand is what people are thinking about you and saying about you, both online and offline.

In this guide and workbook, I will walk you through some key strategies to create and promote.

"Your brand is what people say about you when you are not in the room."

– Jeff Bezos

Why you need a personal brand

It positions you as an authority in your industry.

It helps build trust and credibility with your target audience.

It helps you stand out from the crowd and differentiates you from the competition.

It attracts attention from potential employers, clients, and collaborators.

It advances your influence, career and impact.

"If you're not branding yourself, you can be sure others do it for you."

– Unknown



How do you define your personal brand?

1 What is your zone of genius, superpower or passion?

What do people come to you for help with? What do you love doing and can do for hours without getting bored? What is that unique skill you have that makes you stand out from the crowd

2 What are you not interested in?

What do you not enjoy doing or are not really skilled at? Determining this will help you gain more clarity and flesh out your personal brand.

3 What do you want to be known for?

You need to get clear on your career goals when building your personal brand. This will help you when you start creating content and promoting yourself and your skills, expertise, area of interest.

4 What makes you you?

Conduct a personal brand audit. Ask people to share adjectives to describe you. Compare them with how you would describe yourself. This will help you see if there is a disconnect and what to work on.

1. Identify your zone of genius, superpower or area of expertise.

Make a list of things you love doing, that you want to keep getting better at and that will inspire, influence and create an impact.

2. Determine what you are not interested in.

Make a list of things that do you not enjoy doing or are not really skilled at.

4. Do a personal audit.

Make a list of all the adjectives that describe you. Also ask others who know you to describe you and list them below.

Now that you have created the list, the next step is to work on creating, building and promoting your brand

Define your target audience. Who do you want to promote your brand to.

Follow influencers and thought leaders in your area of expertise to understand how they leverage their personal brand. List who you want to follow here.

Decide on your story. It should tell the reader who you are, what you are passionate about, what makes you unique and what you have to offer.

Promote your Personal Brand

1. Find a platform that your target audience is active on.
2. Create content that is consistent with your personal brand.
3. Create your own personal website.
4. Network with and reach out to people who will help further your brand.
5. Engage with other folks' content that is in your field by commenting or adding your insights and sharing with your network.
6. Guest posts on blogs, be a guest on podcast, host workshops or speak at events or conferences.

Checklist for Building your Personal Brand

If you answer yes to any of these you most likely are.

Find your unique skill or zone of genius

Define your target audience

Identify and follow influencers in your area of expertise

Find a social media platform to promote your brand on

Create a social media profile that reflects your brand

Develop an action plan

Step out of your comfort zone and put yourself out there

Create content to showcase your zone of genius, superpower or area of expertise

Tell your story to inspire, influence and impact