



## **Personal Branding**

### **What is Personal Branding?**

Your personal brand is how you promote yourself. It is the unique combination of skills, experience, and personality that you want the world to see you. It is the telling of your story, and how it reflects your conduct, behavior, spoken and unspoken words, and attitudes.

You use your personal branding to differentiate yourself from other people. Done well, you can tie your personal branding in with your business in ways no corporate branding can possibly succeed.

Professionally, your personal brand is the image that people see of you. It can be a combination of how they look at you in real life, how the media portrays you, and the impression that people gain from the information about you available online.

In the pre-internet days, your personal brand was really just your business card. Unless you were a high profile in the media or somebody who featured strongly as the face of advertising, few people would have heard of you. In today's highly public world, where every little action is discussed at length on social media, you are far less anonymous.

### **5 Reasons Why Personal Branding is Important**

#### **Trust**

Your personal brand explains why you do things and what you do. Building a personal brand makes people feel more comfortable, as if they know you! It establishes trust to your audience, employees, potential prospects or anyone else who you come into contact with. Having a personal brand also clearly defines what your genuine intentions are, which is key when building trust.

#### **Network**

Personal branding helps a person build a connection with you. It also allows you to become very specific to people in your field. There is no limit to personal branding. It can go beyond the digital world.

As your reputation builds, you will get more exposure, leading to a positive influence and great referrals. After all, you're the best at what you do, right? Build a network of people that you value and care about and build relationships. When they realize you care about them they will start to care about you.



## **Credibility**

Personal branding allows you to establish your name as a thought-leader or expert in your field. It helps in gaining recognition in your area of speciality and is able to build a lasting impression on those you come into contact with both online and offline. Admiration, respect and trust will go a long way with a person's name.

## **Builds Confidence**

You will also gain confidence while developing your personal brand. The confidence will come from your positive qualities and strengths that you'll share publicly. But, it's important to remember that everyone is human.

Your struggles and challenges can conjure a great response in your network. A good personal brand will emphasize your strengths as an individual and will give you direction as to where you can use those strengths.

## **Authenticity**

This is the big one. A personal brand comes from passion, skills, goals and values. It will help you grow from something you believe to something you live out day to day. This isn't a chance for you to create something you're not. Nobody wants to meet your fake persona. It's so easy to do when we compare to others, but people want to meet YOU.

## **Building a personal branding strategy the right way**

### **Define your main goals**

You must first decide exactly what you want from a personal brand. What do you hope to accomplish? What are your objectives? Once you have a good understanding of what you want, you can start working on building a personal brand that will help you reach those objectives.

### **Do substantial research**

Now that you know what you want, it's time to conduct some research. This step is important because it will help you understand what already exists in the market and what you need to do to stand out.

**Target audience** : Strong personal brands excel at delivering what a particular audience desires. Before you start your strategy, make sure to define what are your primary target audiences. The chosen target audiences need to be aligned with the main goals you want to achieve via this personal branding strategy.



**Competitors** : As for any marketing strategy, it's imperative to identify who your competitors are to then be able to better position yourself in the market.

Here are the two main steps you should follow:

- Identify who your competitors are by listing all the people or groups of people that compete with you or have the same goals as you
- Identify what they do and how: are there big players in your market? What do they have to offer? What are their strengths and weaknesses?

## **Create your unique personal branding strategy**

As a result of your work so far, you're ready to develop a personal branding plan. This will be your roadmap for building and managing your brand.

- **Brand essence** : what is your purpose, vision, mission, and values?
- **Brand positioning or value proposition** : What is your brand positioning statement? What makes you different from everyone else in your field? Which services can you provide that no one else does?
- **Brand identity** : name, personal story, personality, visual identity, communication style
- **Communication strategy** : audience, main media channels, messaging, content strategy.

**Remember to be consistent with your personal brand across all of your channels and to deliver what you promise to your audience. In doing so, you'll gain the trust and respect of your readers.**

## **Winning real-life examples of personal branding**

If you want to be inspired by real-life winning personal branding examples, here are some of the most famous ones:



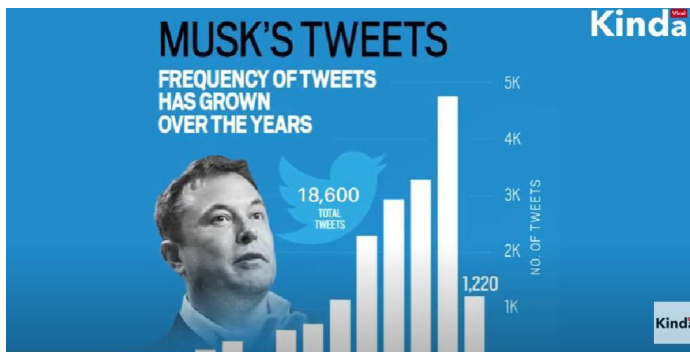
## Emma Watson



As an actress mainly known for her role in the Harry Potter movies series, Emma Watson has worked hard on transitioning her image into an adult actress with a strong focus on activism. Besides her acting career, Emma is indeed very dedicated to the feminist cause. She has been able to rebrand herself as a female leader who has pursued education outside of acting and become a UN Women Goodwill Ambassador. She also promoted sustainable fashion and hosted panel events for the COP26. Her purpose is clearly defined, and social responsibility is at the core of her personal brand.

=>>> [https://youtu.be/Tse-Z\\_09OZA](https://youtu.be/Tse-Z_09OZA)

## Elon Musk



=>>>> <https://youtu.be/Wczz6aJ6GNw>