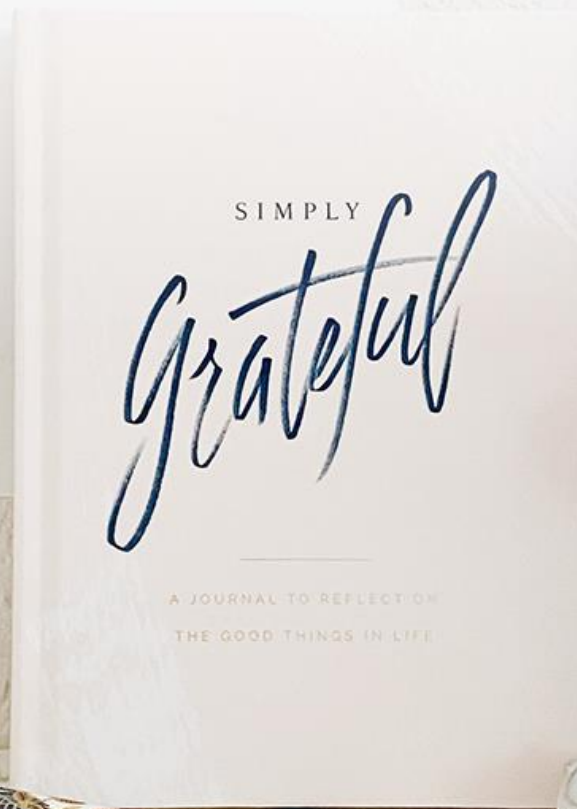


THE PERSONAL BRANDING BLUEPRINT



RESOURCE CHEAT SHEET

The list starts with some general personal branding guides and overviews; then moves step by step guides and tip compilations. There are also resources for target audience definition, insights into analytics, ways to measure the effectiveness of your brand and examples of successful brands.

The final section of this cheat sheet is a selection of tools (most offer free versions) to help you with your branding--including analytics and design.

General personal branding guides:

- “How to Build a Personal Brand (Complete Guide to Personal Branding)” (<https://www.thinkific.com/blog/personal-branding-guide/>)
- “The Definitive Guide to Personal Branding” (<https://brandyourself.com/definitive-guide-to-personal-branding>)
- “Personal Branding: How to Successfully Build Your Brand” (<https://www.socialmediaexaminer.com/personal-branding-how-to-successfully-build-brand-rory-vaden/>)
- “The Complete Guide to Personal Branding” (<https://www.opencolleges.edu.au/careers/personal-branding-guide>)
- “10 Golden Rules Of Personal Branding” (<https://www.forbes.com/sites/goldiechan/2018/11/08/10-golden-rules-personal-branding/#7a3ecfc658a7>)
- “What Is Personal Branding?” (<https://www.digitalmarketing.org/blog/what-is-personal-branding>)
- “What is Brand Credibility?” (<http://marketinghuddle.com/what-is-brand-credibility/>)

Step-by-step guides:

- “7 Steps To Building Your Personal Brand”
(<https://digitalmarketinginstitute.com/blog/7-steps-to-build-your-personal-brand>)
- “Reinventing Your Personal Brand”
(<https://hbr.org/2011/03/reinventing-your-personal-brand>)
- “What is personal branding? Building your personal brand”
(<https://fabrikbrands.com/what-is-personal-branding/>)

Tip compilation master posts:

- “30 Personal Branding Tips From 37 Experts [Infographic]”
(<https://www.referralcandy.com/blog/personal-branding-tips/>)
- “The ‘Father of Personal Branding’ Reveals 6 Tips for Building a Compelling Digital Brand” (<https://www.marshallpr.com/the-father-of-personal-branding-reveals-6-tips-for-building-a-compelling-digital-brand/>)
- “10 Personal Branding Tips That’ll Elevate Your Business in 2020”
(<https://www.oberlo.com/blog/personal-branding>)
- “8 Tips for Building Your Personal Brand in 2017”
(<https://www.entrepreneur.com/article/287399>)
- “5 Actionable Personal Branding Tips”
(<https://blog.rebrandly.com/5-actionable-personal-branding-tips/>)
- “The 9 Key Elements of Brand Strategy”
(<https://www.ebaqdesign.com/blog/brand-strategy-elements>)

Target audience:

- “How to Find and Target Your Social Media Audience (Free Template)” (<https://blog.hootsuite.com/target-market/>)
- “Target Audience template and examples” (<https://miro.com/templates/target-audience/>)
- “How To Find Your Target Audience And Create The Best Content That Connects” (<https://coschedule.com/blog/how-to-find-your-target-audience/>)
- “Audience Persona Template” (<https://wewillthrive.co.uk/resources/toolkits-templates/audience-persona-template>)
- “A Complete Guide To Target Audience Analysis For Content Marketers” (<https://www.pointvisible.com/blog/complete-guide-target-audience-analysis-content-marketers/>)
- “ 6 real-life target audience examples to help you define your own (B2B and B2C)” (<https://www.brafton.com.au/blog/strategy/6-real-life-target-audience-examples-to-help-you-define-your-own-b2b-and-b2c/>)

How to measure if your branding is effective:

- “What is Personal Branding [Free Personal Brand Health Checker]” (<https://influencermarketinghub.com/what-is-personal-branding/>)
- “How to Measure if Branding is Effective” (<https://smallbusiness.chron.com/measure-branding-effective-10102.html>)
- “Here's Why Your Branding Strategy Isn't Working” (<https://www.thebalancecareers.com/why-branding-strategy-isnt-working-2314995>)
- “ 5 Effective Brand Building Strategies to Attract Customers” (<https://www.coxblue.com/5-effective-brand-building-strategies-to-attract-customers-2/>)
- “Effective Branding Is In The Details” (<https://www.forbes.com/sites/williamarruda/2016/04/26/effective-branding-is-in-the-details/#7cab31834a6a>)

Analytics:

- “How to Track and Understand Social Media Analytics” (<https://themanifest.com/social-media/how-track-understand-social-media-analytics>)
- “Metrics vs. Analytics: Track the Right Data and Ask the Right Questions” (<https://Infogram.Com/Blog/Metrics-Vs-Analytics/>)
- “How To Use Instagram Analytics Effectively To Measure Performance” (<http://www.smbceo.com/2020/07/23/how-to-use-instagram-analytics-effectively-to-measure-performance/>)
- “Measuring Return on Analytics” (<https://www.market-bridge.com/2018/09/21/measuring-return-on-analytics-2/>)
- “Social Media Analytics: How To Measure Your Strategy Performance” (<https://www.heepsy.com/blog/en/social-media-analytics-how-to-measure-your-strategy-performance/>)
- “How to Measure Social Media Using Google Analytics Reports” (<https://www.socialmediaexaminer.com/how-to-measure-social-media-using-google-analytics-reports/>)
- “13 of the Best Social Media Analytics Tools (Free and Paid)” (<https://blog.hootsuite.com/social-media-analytics/>)
- “The Social Media Analytics Tools and Tactics Guide” (<https://www.razorsocial.com/social-media-analytics-tools/>)
- “10 Ways to Measure Social Media Engagement (Plus 7 Tools to Track It!)” (<https://www.singlegrain.com/blog-posts/10-ways-to-measure-social-media-engagement/>)
- “7 Social Media Engagement Metrics for Tracking Followers and Growing Community” (<https://buffer.com/resources/measure-social-media-engagement/>)

Personal branding examples to get the inspiration flowing:

- “18 effective personal branding examples done right” (<https://webflow.com/blog/personal-branding-examples>)
- “5 Incredible Examples Of Brands With Purpose” (<https://smallbiztrends.com/2016/05/brands-with-purpose.html>)
- “12 Incredible Personal Branding Examples That Will Inspire You to Build Your Own” (<https://influencermarketinghub.com/personal-branding-examples/>)
- “10 Amazing Brand Story Examples” (<https://www.linkdex.com/en-gb/inked/brand-story-examples/>)
- “8 lessons from celebrities with great personal brands” (<https://www.careerbuilder.com/advice/lessons-from-celebrities-with-great-personal-brands>)

Useful tools:

- BuzzSumo (<https://buzzsumo.com/>)
 - o Website that shows the trending and popular content within a given niche
- Google Analytics (<https://analytics.google.com>)
 - o Tool to help you understand and measure your analytics
 - o Specific to Google
- Trello (<https://trello.com/>)
 - o Organization platform
 - o Good way to remember to schedule and plan content
- Linktree (<https://linktr.ee/>)
 - o A tool that you can use to add all your links, information and post highlights in one place
 - o Great for Instagram bios so you audience can find you on other platforms
 - o Free version, with subscription offer for more features
- Colors (<https://colors.co/>)
 - o Color palate creation tool
- Canva (<https://www.canva.com/>)
 - o Free graphic design tool
- Postify (<https://postfity.com/>)
 - o Schedule content to upload later