



20 Tips To Building Your Personal Brand

Tip #1

Decide Who You Are

Use your life story and decide who your brand will portray you as.

Tip #2

Define Your Audience

Decide on the demographic of your audience.

Tip #3

Understand Your Audience

Now you know them superficially, know them deeper. Define the wants, needs, beliefs and values of your audience.

Tip #4

Purpose of Your Brand And The Message

Using this information define the purpose of your brand, the message you want to have and ensure that it will be relevant to your audience.

Tip #5

Make A List of Things You Want To Be Associated With Your Brand

A list of adjectives, phrases, and buzzwords that you want to embody can be a good way to remind you to do it.

Tip #6

Create Your Visual Brand Design

Your business name, logo, design, headshots and all the visual elements should be created in an interesting way. It needs to stand out and you should use it on all your media.

Tip #7

Research The Industry

By understanding your industry entirely, you can find your place in it. Look for the missing areas and decide how you can fill it. Think about the popular content, platform, and trends, discover what is lacking and do it better!

Tip #8

Research Your Competition

Find out what your competition is doing and figure out how to do it more effectively, reach new people and rise to the top.

Tip #9

Create Your Social Media Profiles

Claim all your social media profiles, even if you do not plan on using them all immediately. Make sure you have the same username and profile design and create links between them.

Tip #10

Content Strategy

Define the kinds of content that you will create and the platforms you will do it on.

Tip #11

Put Your Content On The Relevant Media

Create unique, quality content and post it where your audience will see it.

Tip #12

Be Consistent

Post consistently, reply consistency and have a consistent branding; coherency is essential.

Tip #13

Checking Analytics

Make sure that your business plan is effective and on track by seeing the analytics and engagement on your content.

Tip #14

Keep Up With Trends

Do not get left behind—keep up with your industry and current overall trends.

Tip #15

Readjusting Strategy

If your strategy is not working, just change it.
Use the data and analytics you have to
improve.

Tip #16

Build A Community

Interact and build a positive relationship with your audience.

Tip #17

Live Your Brand

Branding is not just digital and business; your brand should be your life.

Tip #18

Network With People In The Industry

Making connections is essential to building credibility and finding new opportunities.

Tip #19

Collaborate

Collaborations with prominent figures are a great way to build your audience.

Tip #20

Believe In Your Brand

Your audience will not believe in you if you do not. Confidence is the key to success!