



LIVE FEARLESS
MEDIA

BUILDING YOUR PERSONAL BRAND



**A STEP-BY-STEP GUIDE
BUILD YOUR PERSONAL BRAND
ON SOCIAL MEDIA**

BY LIVE FEARLESS MEDIA



WHAT IS A

PERSONAL BRAND?

A personal brand is much more than a flashy logo or a color palette. Before we dive into what a personal brand is, we need to discuss what a brand actually is. We hear all the time from companies who tell us they're working on branding when in reality the only thing they are working on is a new logo or letterhead. I hate to break it to you, but that is not branding.

In the modern marketplace, consumers expect a personal interaction with every company they encounter. The company adopts a personality in order to better relate to their customers. Branding is the process of giving your company a persona that will make it easier for an audience to build a relationship with.

The brand could be light hearted and fun like Wendy's or visionary and stylish like Apple. When we as consumers get to interact with a company's personality, then we get to understand and treat the company themselves as a person. This makes it much easier to know, like, and trust an organization. This is a vital step for turning a stranger into a raving fan and eventually into a paying customer.

- **Branding at its heart is really about establishing a relationship with others.**

How is a business brand different from a personal brand? They essentially serve the same purpose. As a business, the entire company is personified by the brand personality. As an individual, a personal brand helps portray the individual person in a certain way. For example, a personal brand might be used to help others view you as an expert to build credibility in your field. A personal brand can be complex and difficult to craft. It goes far beyond having a nice-looking business card or having a website with your name on it. Those are things that can certainly help, but only scratch the surface of a powerful personal brand.

- **Your personal brand is how you present yourself, both online and offline, to your ideal audience.** Your personal brand is literally the image you put forth to others. It's what you stand for as a person including your values and mission. When you think about Donald Trump or Steve Jobs, they elicit specific feelings from you. You might or might not like them, but you have a clear image of your opinion about them. Your personal brand will help your audience to quickly form an opinion about you. This opinion comes from the combination of your values, unique skills, experiences, stories, personality, and image, all presented to your audience.





- **Every Person is now a brand.** Whether you realize it or not, you already have a personal brand. Today, anyone can constantly put themselves out in front of their audience. Anyone can add value to their audience. Anyone can communicate their message loud and clear. With everything you share with your audience, you're building your brand.
- **The question is whether you're actively taking control of your brand.** Do you want your brand to develop on its own, with no guidance from you, or do you want to be actively in control of the process? Do you know how other people actually see you?

When you aren't in the driver's seat of your brand image, then your brand and company's success is at the whim of your customer's opinion. You are one disgruntled customer away from having a terrible reputation in the marketplace. The reality is that it's impossible to make everyone happy.

However, when you clearly communicate and define your brand, then your audience won't be upset when you act in line with your brand. They will understand this is who you are. Even when your actions don't align with your audience's preferences, they will give you the benefit of the doubt because you have clearly defined who you are.

Let me give you an example of this. Dennis Rodman is known for having crazy hair and being rebellious. This means if Dennis decides to go to a party and ends up in the tabloids for his antics that nobody would really be shocked because that's his personal brand. It's now become what is expected of him even if most people wouldn't agree with his lifestyle choices.



WHY YOU NEED TO BUILD A PERSONAL BRAND

Every entrepreneur, coach, consultant, freelancer, etc. should be building their own brand. If you are trying to build a business of any sort, it's important to build your own personal brand as well. If you are front and center in your client interactions, then how people perceive you is directly connected to how people will view your business.



Personal branding allows you to stand out from the competition

Your competitors can't bring what you bring to the table. They simply don't have what you have to offer. You're unique. There will never be someone who has lived and gone through exactly what you have.

You have unique experiences, strengths, beliefs, perspectives, skills, and insights that sets you apart from everyone else. Building your personal brand allows you to intentionally highlight your strengths while further distancing yourself from the competition.

Personal branding allows you to charge a premium price for your expertise

Because you bring unique value to the table - value that no one else offers - you can charge higher prices for your products and services. When you craft an industry leading personal brand, you can charge significantly more because your perceived value is much higher in the marketplace.



Personal branding puts a spotlight on your expertise so much better than a website, LinkedIn profile or resume ever could

A significant amount of personal branding centers around the content that you share to the world. The more valuable the content you share, the more you prove that you should be trusted and that you're qualified to solve your customer's problems. The more clearly you show that you're an expert, the more likely your audience will trust you enough to pay you to bring them the solutions they need.

Personal branding can help you identify and target the clients that work best for your business

A business should prioritize attracting the right customers. For example, if you own a business that helps female CEO's, then you can speak to problems they would face that others wouldn't. There are problems you can solve in your branding like the work life balance of professional mom's or overcoming gender bias in the workplace. These topics wouldn't be as relevant for a plumber or veterinarian as they would for female CEO's.





Personal branding puts you in charge of the narrative

Your brand will evolve overtime, whether you want it to or not. If you use social media, have an email list, write a blog, or speak to groups, you're already building your personal brand.

The most important question is whether you're building the brand in the best way to help you and your business. Personal brand building ensures that you're the one forming other people's ideas and opinions about you. This is how you take control of the story.

There is a leadership effect that happens in the market as you build your personal brand. Your overall visibility will increase significantly. You'll attract more followers on social media, who will gladly share your content with their tribes, which will then attract more followers. You'll also be sought after by media outlets since they're always looking for experts. And you'll even begin to be invited to speak at more places. As you build your brand, your platform and impact will also grow.

Personal branding shapes the content you share

Without a personal brand, you have nothing guiding you in terms of what content you should be sharing with the world. Without a clearly defined personal brand, you won't know what you stand for and neither will your audience.

Your personal brand strategy gives you necessary guidelines that help you clearly define your mission and your message. This will inform you about what you should be sharing with your audience. If it's not aligned with your brand, then simply don't share it. Anything off-brand sends mixed messages to your audience and when an audience is confused they just won't buy from you.

People connect much more easily with other people than they do with companies. The more you work to build your personal brand, the more individuals you'll attract. They'll be attracted to your values, personality, and insights. The more individuals you attract, the more you'll build your overall business.



Personal Branding allows you to become an influencer.

There is also the possibility of becoming an influencer by leveraging your personal brand. An influencer is someone who significantly shapes the opinions of their followers and has a big impact on how they behave. An influencer is essentially someone who has grown their personal brand so significantly that it's become marketable. There are some significant benefits to being an influencer.

Big brands often want to work with influencers, which can generate additional revenue for you. Influencers often receive free things from companies who are interested in partnering with them. And you frequently get requests from the media or events to come and speak.

It can also open up new possibilities or make business endeavors easier to accomplish because you'll have more options in your business. You might attract dream employees because they want to partner with your brand. Other brands might seek to do cross-collaborations on big projects. When you have an established personal brand, then you can become a rainmaker for your organization with endless possibilities.





HOW TO BUILD A PERSONAL BRAND

We have looked at the benefits of having a personal brand now we will shift gears and look at how to begin creating one for yourself. Here are 9 steps to start your brand journey.



1



Determine who you really are.

Building your personal brand is about sharing your authentic self with the world.

Ask yourself: What unique skills do I have? What are my core values? What am I most passionate about? What unique experiences have shaped who I am? How can I most effectively serve my core audience? What do I have to offer that no one else does?

This step takes time, but is going to lay the foundation for what you will build upon. We recommend sitting down with something to take notes and just spend time writing this out. You can also reach out to colleagues and get their feedback as well. It's ok if this changed over time, but if you've never taken this step then it's an absolutely must.

Determine what you want to accomplish

Once you've identified the core of who you are, it's time to think about what you want to accomplish with your personal brand. We all need a destination in mind or you'll never get there.

Ask yourself: What would I like to accomplish, both personally and professionally? What do I want to be known for? If I could be the world's foremost expert on a topic, what would it be? What key message do I want to communicate? If I could only give one piece of advice, what would it be? What is the "personality" of my brand?

When you have an end goal in mind, then it becomes easier to reverse engineer how to get there. This vision will also help you understand if you're on track or off with your message and your work.

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Identify your target audience

There is a core demographic of people who will resonate deeply with you, your brand, and what you offer. This core demographic is your target audience. Think about demographics like age, location, profession, but also consider the psychographics of your target audience. This is their shared beliefs, and values.

To identify your core audience, ask these questions: Who can I most effectively help? Who will benefit most from my skill set and knowledge? Who am I most passionate about serving? Who will resonate most with me and my brand?

It can also be helpful to create a persona for your ideal client. This should include demographic information, desires and aspirations, as well as pain points and challenges that they face.

All of your communication should focus around your audience. You would speak differently to your grandma, than you would your college roommate. Clearly defining and knowing your audience will help ensure your audience will understand your brand and help you to speak their language.



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Determine your Unique Service Proposition (USP)

Your USP is simply your brand summed up into a single, powerful compelling statement that describes exactly what you do for your audience.

A USP typically looks something like this: I help (target person) to (achieve X) so that they can (outcome). Your USP doesn't have to say everything about your brand, but it should get right to the heart of who you are and how you help your audience. It may help to give your USP a unique name that will stick in people's mind.

Don't skimp on this step. Creating your USP gives you a high degree of clarity about what your brand is all about. This also helps bring simplicity and clarity to your audience. The less energy they have to spend understanding your brand the easier it will be for them to accept you.





Determine your Unique Service Proposition (USP)

In every communication with your audience, whether a blog post, email, podcast, social media post, etc., you stay true to your brand message. You constantly need to speak about the problems you solve. You should always be encouraging your audience and constantly sharing the voice of your Brand.

It also means creating a strong, compelling website to serve as your home base for all your online activities. It means creating a media page or media kit on your site for media inquiries. It could mean not answering emails yourself, but having an assistant answer them.

Your audience craves solutions they can believe in. When you stop using your brand voice or you only use it on occasion, then that portrays lack of stability. It allows cracks to show up in your operation and can lead others to question your credibility. However, if your brand is consistent and always on, then you are sharing an image of congruence and strength that any audience can believe in.

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Optimize your website.

Your website functions as your "home base" of sorts. It is one of the primary places people get to know who you are and what you do. Your website also functions as one of the primary ways you turn visitors into paying clients.

Optimizing your website includes: having a professional logo designed, showing off your USP, using professional photos, using testimonials, presenting a clear call-to-action, creating a compelling "About" page, creating a services page, giving away free resources, creating a contact page.

An important point to remember is that your website must be true to your brand answers in the previous steps. Your website should be consistent with messaging to your target audience and must highlight your expertise and value.



Develop your content strategy

The primary way you're going to build your brand is by creating strategic content, such as blog posts, videos, social media posts, emails, newsletters, and podcasts. Each piece of content you share with your audience should serve to build your brand.

We recommend the "Pillar Method" for your content. The Pillar Method involves creating longer pieces of content that function as pillars, of sorts. These pillar pieces are then cut up into smaller pieces of content that are shared across a variety of social media platforms. Using this method allows you to repurpose a single piece of content in a variety of ways.



Constantly add value to your audience

It's essential that you constantly give value to your audience without asking for anything in return. The main thing people should take away when interacting with your brand is how much value you provide.

There will be times when you ask for a sale or ask someone to become a new client. The main emphasis, however, should be on adding value to your Audience. There is a psychological effect to doing this. It's called reciprocity. Humans naturally want to give back to others who have given to them. This can become a very strong effect that could help your audience transform from fans to paying customers.



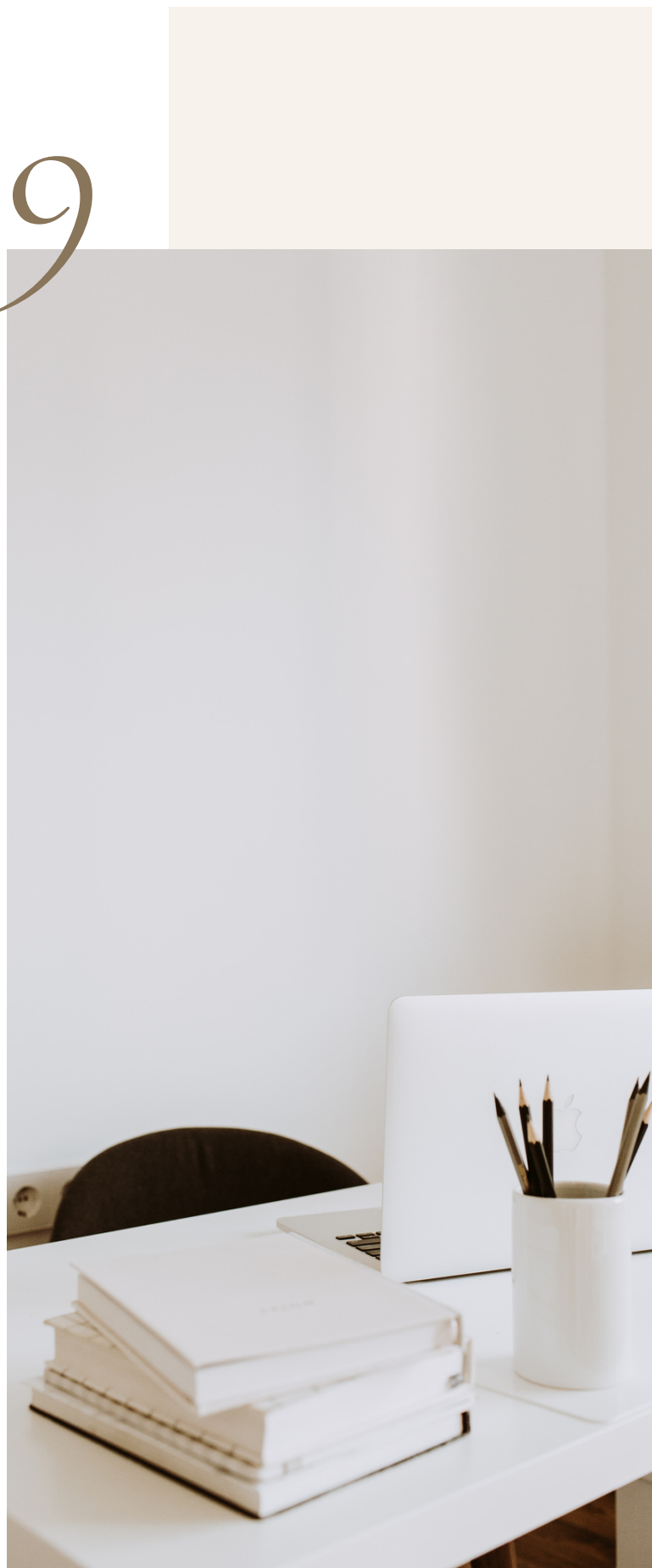
Build a community

One of the best ways to build your brand is to build a community of people who can share ideas, support each other, and reach out to you directly. You create a tribe of passionate people who care about the same things you do.

Some simple ways to build a community include starting a private Facebook group where people can encourage each other and share ideas, hosting live events where you can interact personally with your tribe, or creating a membership site where people can get exclusive access to you.

People love being a part of something bigger than themselves. When you can be the instrument to help others belong and feel connected, then they will not only love the experience, but will also trust you as a leader.

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Bonus Tip: Stay consistent.

Trust is built over time. This means you need to stay in front of your audience on a regular basis. Imagine if your best friend stopped talking to you for 6 months. You would assume you did something wrong or that they just aren't your friend any more. Staying consistent means creating a schedule for your audience to reliably receive your content.

If you send out a newsletter every month or weekly, then keep that same cadence. Your audience will grow accustomed to the tone that you set. However, if you stop giving them content and then try to email your list after not sending anything out for months, then they will assume it's spam and try to unsubscribe. Let's say instead you decide to send out an email to your list every single day. It's ok if you sell them a product out of the blue because you have been in constant contact with them everyday. They are now expecting a daily email from you. They won't be scared off because one of your many emails happens to be making them an offer.

Part of staying consistent also includes keeping true to your brand in every channel. When you have a clearly defined brand, but you diverge your message to make a specific point you will end up losing followers. They will either assume you have changed or they will assume you're not trustworthy. It's almost like being caught in a lie.

Trust is built over time and this requires you to show up regularly in a way that is always in line with your brand voice. Your audience started following you because of your brand and they will have to stop and reconsider if they should keep following if your brand sends conflicting messages.

START TODAY!

Your personal brand is an important asset both to you personally and to your business. You should take the time to follow each of the steps we shared with you. Your personal brand is a relationship tool that when done right can help you scale your business and open up new opportunities for you.

These steps might always come easily to you and do require you to be very intentional about your content and your image. If you would like help creating your personal brand and standing out in the marketplace, then we would love to help you on this journey.

We at Live Fearless Media would love to help you develop and implement your personal brand in a way that will both honor you professionally and help grow your business. Whether you decide to do it on your own or get some extra help, we strongly encourage you to start today.



Thank you!



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