

Build Your Unique Personal Brand

Create a Compelling Identity That Attracts Your Ideal Audience



Course Book

Table of Contents

Introduction.....	3
Module 1 – Why Do You Need a Personal Brand?	7
Module 2 – Clarify Your Vision for Your Personal Brand.....	
Module 3 – Define Your Personal Values	
Module 4 – Craft Your Personal Brand Message	
Module 5 – Develop Your Brand’s Visual Style	
Module 6 – Refine Your Brand Communication Style	
Module 7 – Assemble Your Branding Pack.....	
Module 8 – Select Your Brand Communication Channels	
Module 9 – Use Social Media to Build Your Personal Brand	
Module 10 – Manage Your Personal Brand Online and Offline	
Module 11 – Leverage Your Personal Brand through Your Network.....	
Module 12 - Review and Refine	

Introduction

When you think about memorable brands, companies like Nike, Apple, and Target come to mind. But building a brand isn't just for billion-dollar companies. Any business today needs to be thinking about how it represents itself to the world. If you are your business, this is even truer.

Your personal brand is what makes you stand out. It defines who you are and what you do, and sets you apart from others in your field. It showcases your unique value and how you can help customers. It's the reason they buy from you and not from someone else.

What people say about you and your products or services, to your face and behind your back, is part of your brand. How you dress and behave with others is part of your brand. Your online presence, including your social media profiles, is a big part of your brand. What you do online will not go unnoticed, and in business, you want to make sure you're being noticed for the right things.

Fortunately, you can manage your personal brand to promote the image and the message you want to get across. You can shape your personal brand to make the right impression on everyone who comes across your name. But it's up to you to take responsibility for the creation and monitoring of your brand.

This doesn't happen without some effort. You will have to devote time and energy into successfully building your brand.

If all this sounds overwhelming, then this course will simplify the process for you. It focuses primarily on developing a personal brand that helps you attract new business opportunities (customers, clients, business partners, etc.), by showing you how to build a successful brand to help you spread your message to a wider audience. You'll discover

tools and resources to help you with the personal branding process and managing your reputation. You'll find everything you need to build and sustain your brand identity. This course is your blueprint for creating a brand that suits you, and that conveys the trustworthiness and dependability your audience is looking for.

Learning Objectives:

By the time you complete this course, you'll be able to:

- Explore the importance of having a personal brand and identify where you can improve your existing brand, so you can start building a personal brand that reflects how you want to be known
- Clarify a vision for your personal brand, so that you know exactly where you're headed with your branding goals
- Define who you are and what you want to represent with your brand, so that you can share the best of yourself with your audience
- Craft a brand message that incorporates your unique value, so that you reach the right people and they are clear on the benefits you can offer them
- Develop the visual style of your personal brand, so you present a coherent identity that's immediately recognizable
- Communicate your brand through your words and behaviors, so you are consistent with the message you project
- Compile a branding pack to guide how you present yourself to the world, so you have the tools needed to implement your personal brand and move your business forward
- Select the best channels for communicating your personal brand

message, so you reach the widest audience possible with your content

- Ensure you use your time on social media effectively to build your personal brand, so you engage with your audience without eating up all your time
- Manage and monitor your brand image online and offline, so you retain a responsible and reliable reputation that inspires your audience's trust
- Leverage your network to grow your personal brand and identify new opportunities, so you build relationships with those who can help you grow your business and increase your influence
- Consolidate and implement your learning and plan future action steps, so you can achieve the goals you set for this course.

This course is broken down into 12 modules to take you step-by-step through the process of building your personal brand.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – Why Do You Need a Personal Brand?

Branding builds trust and credibility with your audience, which is critical to any business's success. Having a personal brand takes this a step further, as it offers you the chance to showcase your unique value.

In this first module, you'll review the importance of branding and evaluate where you are currently with your own personal brand.

The Importance of Building a Personal Brand

Your personal brand helps differentiate you from the competition by showing the unique things that you offer. It tells people who you are and what value you bring to the world. People remember you before they remember your products or services.

Branding helps with attracting clients, employers, employees, partners, etc. No matter what your particular goal is, your personal brand has a huge impact on whether or not people want to work with you. Through your brand, your customers better understand what you do and you become an influencer in your field. Established personal brand holders are often seen as the 'go to' people in their industry.

Developing a strong personal brand brings huge advantages to your business. But it also helps build your confidence in your own work as you focus on what you do well and how you help people.

Even so, the whole idea of developing a personal brand is uncomfortable for many people. If this is you, then be honest with yourself about how you feel about developing a personal brand, as this will help you address any internal barriers to the process.

Ask yourself how you feel:

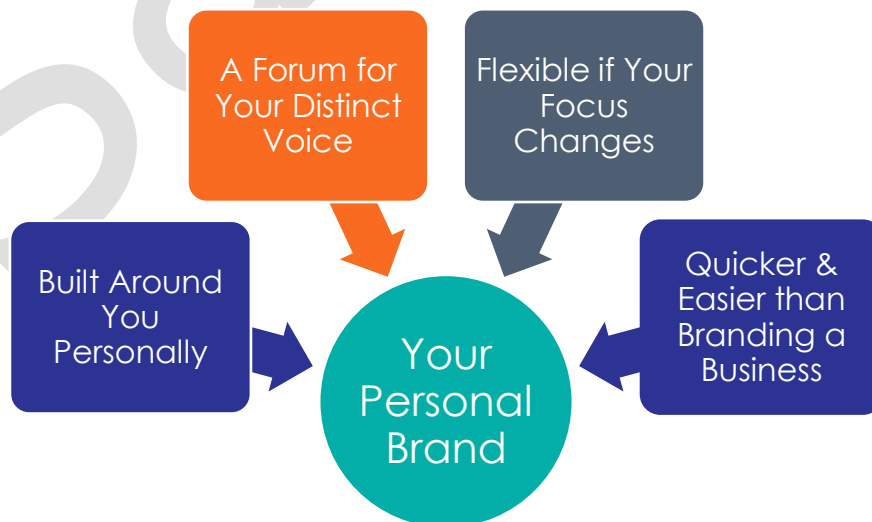
- Does it feel like self-aggrandizement?
- Is it a big ego trip?
- Will you become an unbearable self-promoter?

If any of these statements resonate with you, you need a mindset change to see the positive impact you can make with a strong personal brand.

What Is A Personal Brand?

Business brands and personal brands aren't the same, although they can be similar.

Let's look at some of the key differences. Your personal brand is:



- Built around you personally. You share aspects of yourself
- A forum for you to communicate with your distinctive voice
- Flexible if your business focus changes. If you alter the direction of your work, this can be achieved more easily through a personal brand
- Quicker and easier to achieve than branding a business.

A personal brand is essential for one-person businesses (e.g. coaches or consultants) where personal interaction with clients is key, or for an artist or author who is directly tied to the work they sell. But it is also vital if you're looking to make a career move so prospective employers can get a sense of who you are. Or, if you want to attract new opportunities with business partners.

Key characteristics of a successful personal brand

Here are the key attributes of a personal brand. Your brand is successful if it is:



- Consistent – Communicate the same message across all platforms
- Clear - Express your message succinctly
- Unique – Explain the value you offer which makes you different
- Memorable - Use wording and images that stand out, but are easy to remember
- Personal – Show your human side

ATTENTION:

This is only an excerpt from our full course Build Your Unique Personal Brand. The full, customizable course contains 12 modules and an introduction module.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, tweets, and other resources.

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