

A spiral-bound notebook with a white cover and a grid pattern is open on a light-colored wooden desk. The notebook is the central focus, with the words "Personal BRANDING" written in black ink. "Personal" is in a cursive script, and "BRANDING" is in a bold, uppercase sans-serif font. A small, rectangular, light brown paper tag with a hole at the top is tied to the notebook with a piece of twine. The tag has the words "Especially for YOU" written in a cursive script. In the background, a white coffee cup and saucer, a pair of red-rimmed glasses, and a pencil are visible on the desk.

Personal
BRANDING

Especially for
YOU

THIS WORKBOOK BELONGS TO:



Welcome!

Hello! and welcome to the adventure of Personal Branding, a journey of self discovery and empowerment. This adventure is about finding the unique you and tailoring all communication channels to ensure that they authentically and purposefully represent you.

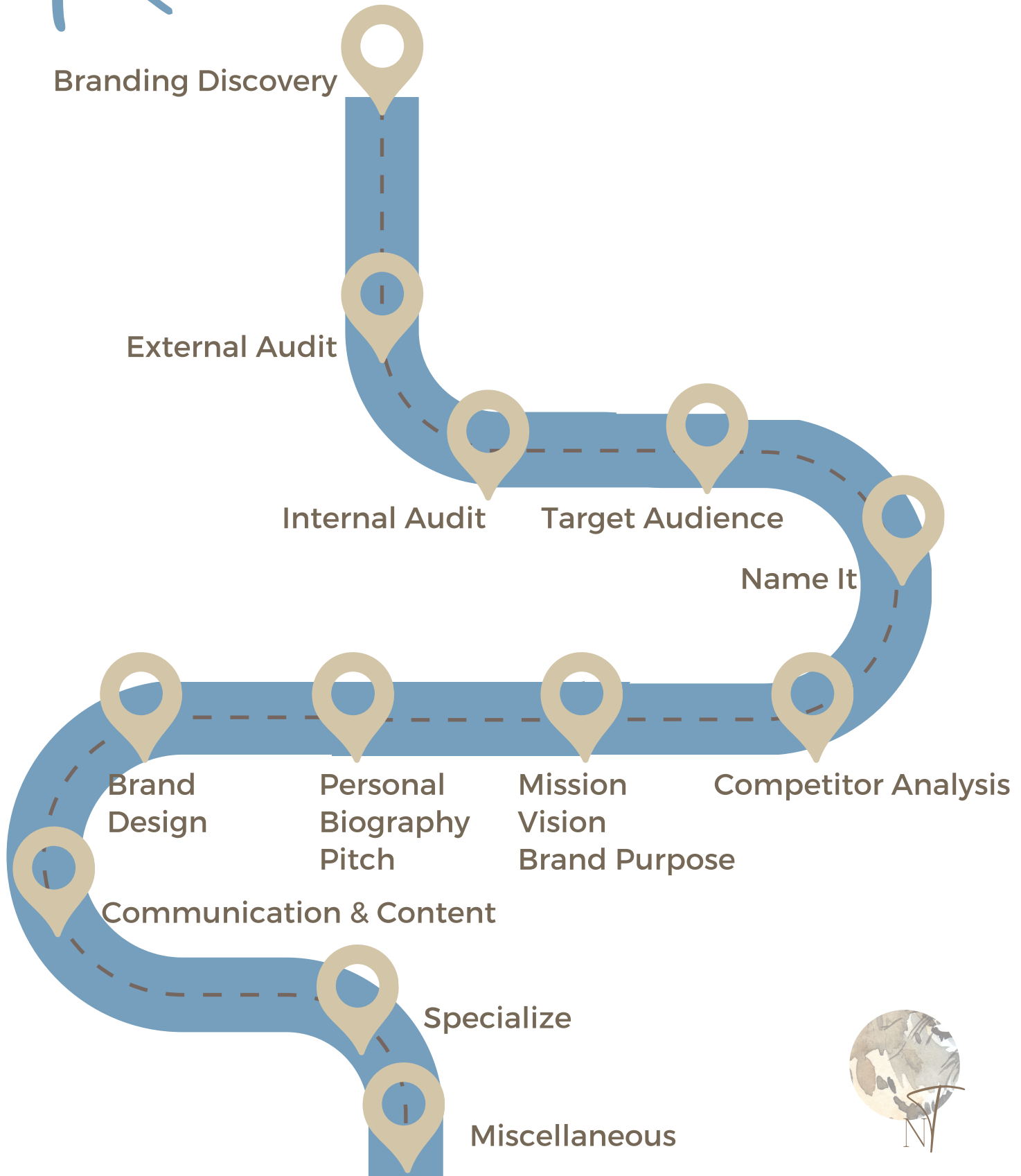
I encourage you to take the time to plan, create and deploy a brand that you will be proud of. Personal Branding is not done in a day and is never completed. It is a living evolving representation of you. While completing the exercises in this workbook it is imperative to remain true to self, current and when communicated must be consistent across all channels.

This is about being an active participant in creating your reputation.....

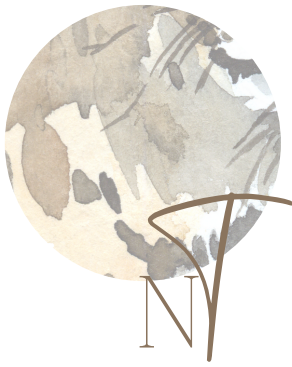
Hop on the bus and enjoy the ride



Roadmap



Section 1



Dissecting Branding

Pick Me!



What is Personal Branding?

Branding has morphed into something with a human persona and characteristics. It is about developing and nurturing relationships. It is a process of getting to REALLY know and understand your audience and provide value added solution offerings.

Branding is NOT about slapping your logo onto a product and/or website. Your logo is by no means insufficient however it is NOT the ULTIMATE Brand Solution.

While on this subject know that your logo is only relevant and of value when you have worked on a solid Brand and Marketing Strategy. Your Logo does not determine the success or failure of your brand, your Brand Strategy does.



Your audience builds a relationship with your Brand, consequently create your brand wisely using a solid Brand Strategy. Keep in mind that as a result of the internet and social media, consumers hold all the Aces. They are voicing their opinions and influencing brand evolution. As a result it is vital to build good strong relationships with your audience to remain relevant.

If a brand is not doing right with their audience it does not take long for the digital word to get wind of it, subsequently the need to build a strong Brand against a solid Brand Strategy.

It has been proven that a brand designed to connect at a human level namely values, purpose, personality, look and feel will more likely be successful.

The intention of your Personal Mastery Workbook is to provide a Brand Strategy wire-frame so that you can create and grow a solid meaningful brand.



If you do not brand yourself the market WILL DO IT FOR YOU. Personal Branding is managing your public reputation, consequently be intentional in what you want your brand to represent.

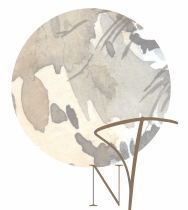
The communication mechanism and the verbiage used are extremely important, ensure you are being honest and authentic. Build trust and integrity from get go, authenticity attracts.

Your Vibe attracts your Tribe!

It is said that a negative online comment can impact your rating negatively by 40%. It has become more important than ever to ensure you are relentlessly making the effort to tailor and maintain your personal brand.

“ You cannot influence the world by being just like it.

Melissa Bolton



Is there a Difference Between Branding & Marketing?

Branding and Marketing have the same end goal, namely appeal to their niche market in order to grow their business. They are definitely in the same team and are working tirelessly together to achieve the same goals and opportunities HOWEVER...Branding and Marketing are different in their Approach.

Marketing is about strategically placing the right message, in the right place, at the right time to ultimately convert prospectives into clients.

Contrary Branding influences the message that Marketing delivers. Branding is about building trusting relationships and strong connections with BOTH new and existing clients, with the ultimate intention of building a loyal trusting customer base.



Without Marketing your brand may never be discovered and without Branding you would not be able to hold onto a loyal customer base.

MARKETING = *Attracts*

BRANDING = *Natures*



**The strategic
process of
Personal
Branding
makes YOU an
active partner
in creating the
direction of**

Your life.

Is there a Difference Between Personal & Business Branding?

Yes!

A Personal Brand is built around you and your personality. Your Brand is generally your name and yes can include a logo, tagline, website, fonts, colours and Brand Promise.

A Business Brand is the identity created for a business, consequently you need to Name It and craft a personality and a story for the business, very similar to that of a Personal Brand and is created via marketing and branding campaigns.

A number of entrepreneurs, like myself, have a tightly integrated Personal and Business Brand.

This workbook covers all possible aspects so that you can cultivate either your Personal or Business Brand or BOTH.



Personal Brand *Pro*

1/. A Personal Brand is FLEXIBLE - for example it is easier to change and adapt your Social Media content and Visual representations as YOU change.

This is important to keep top of mind as we are human and therefore multifaceted, implying that we change with time.

Suggestion! Don't niche yourself to ONE arena, concept, topic

2/. If you want to be known as an Influencer the best way to achieve this is by cultivating a Personal Brand.

3/. In Personal Branding YOU are the product examples here are consultant, author, speaker, coach or an artist...in these fields building a strong Personal Brand is key.

**Be Intentional with what you are screaming!!!
Your Personal Brand Depends on it**



Cons

1/. A Personal Brand does not clearly illustrate what you do, your name is unknown and takes effort to craft the desired results.

TIP: Associate your name with what you offer, you can use your tagline to achieve this objective!

Another suggestion is to create content that connects your brand with what you do.

Consistent communication will associate your name with what you do

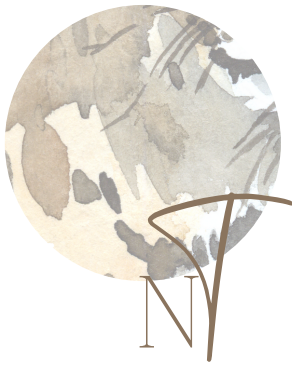
2/. It is harder to sell a Personal brand than a Business Brand.

Suggestion!

Build your Personal Brand and your Business Brand



Section 2



**Analysing
You (Your Brand)
Externally**

External Analysis

A good place to start is to analyse what your current online persona looks like. Yes, this can be scary BUT we gotta start somewhere and to see what is being represented gives you a great starting block on where you want to go.

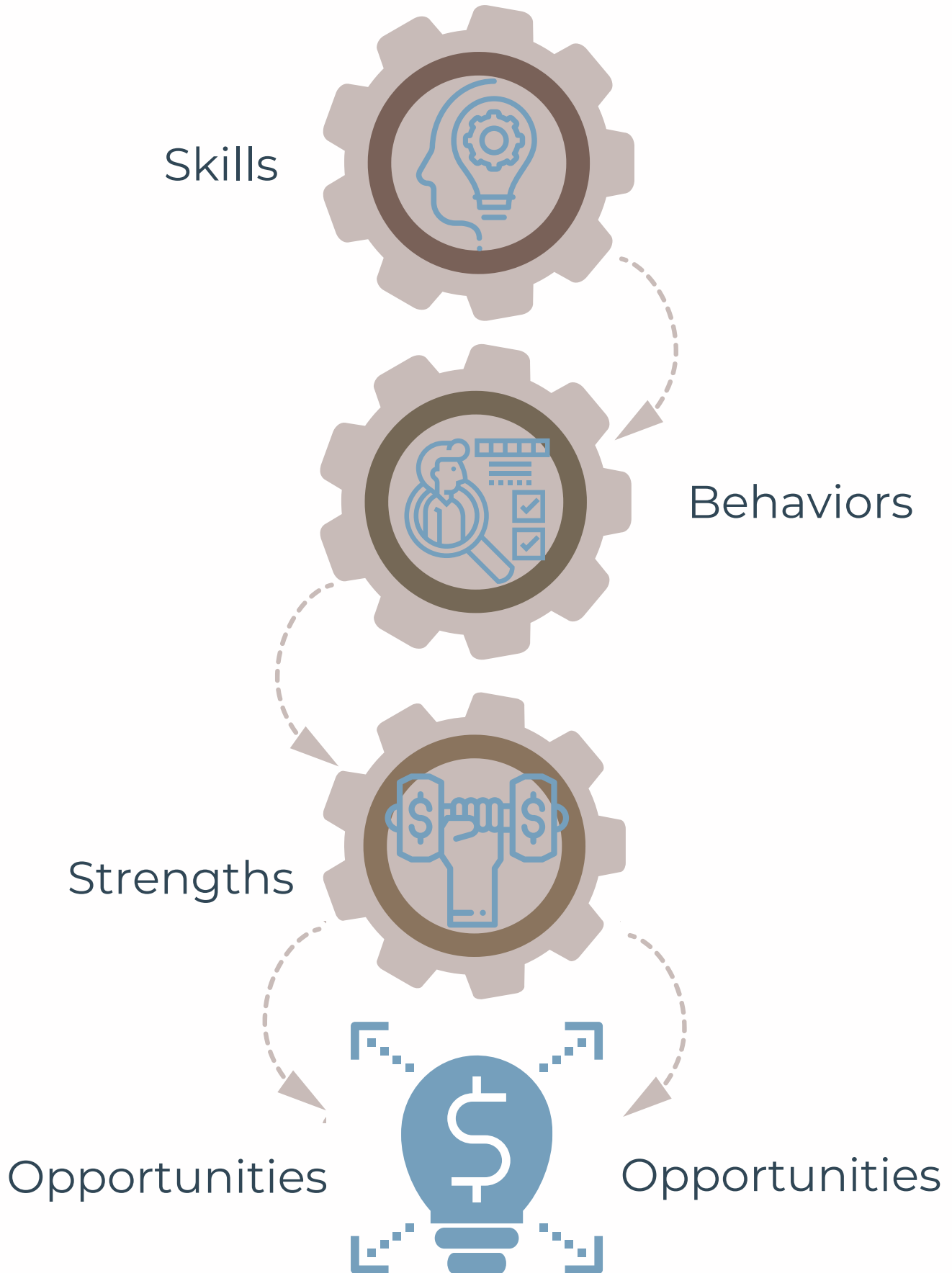
If you do not have a digital footprint you can SKIP THIS SECTION! and congratulations on the enormity of that.

Start by asking family members, trustworthy peers, together with a mentor or seniors at work. The intention is to get reliable assessments of yourself through trustworthy, dependable sources who know you. I would ask minimum of 5 people to get a perspective in various arenas of your life. Analyse traits like your competencies, skills, strengths, behaviors.

Yes it is kinda like doing a personal SWOT analysis, Strengths, Weaknesses, Opportunities and Threats on self. The intention is to become aware of yourself and what others perceive you to be. Analyzing Opportunities through other people's vision may disclose a great career path or business prospect.



PERSONAL ANALYSIS



Google Yourself

Let's take the plunge and see what the WWW has to say about you. Suggestion use a *private browsing window*, this is a privacy feature in some web browsers. In Google Chrome, this is called an "incognito window", click on the three little dots stacked one on top of the other, to the furthest right of the URL bar and then select "New Incognito Window." Or use someone else's computer.

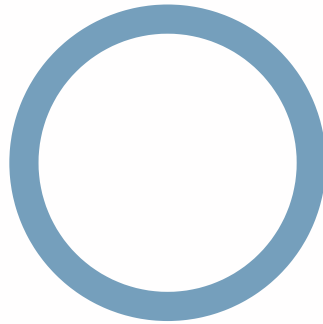
This is necessary to try and get an organic neutral view of yourself unrelated to all your AI (Artificial Intelligence) related triggers connected to you, browsing history, cookies, logged in services etc. that are on your personal computer.

Use as many names by which you and your company, services go by, use quotation marks so that you are intentionally checking you, "Joe Blog".. At this juncture I want to use this opportunity to mention consistency. To build a solid Personal Brand go by one name, which you use on your LinkedIn, FaceBook, Instagram, business cardsyou get the gist.

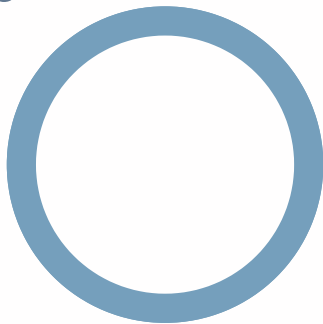
Remember to also do a search on Google Images, Bing and Yahoo and all Social Networks.



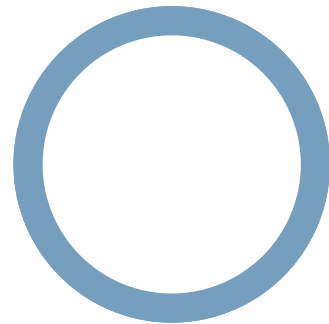
How frequently does your name appear?



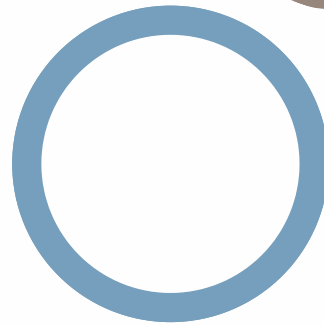
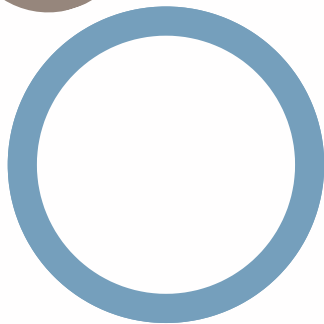
How many results on Google Images?



Was your website found?



Google Results



Was your Google My Business Prominently displayed?

How many other Social Media channels were you mentioned?

External Content

What content have others created about you?

What do the reviews/ social proofing say?

Are there any complaints?

Google Results

Opportunities are discovered by the results disclosed. If any of the key components are NOT ranking well jot them down as room for improvement.

Example: Did your website show up locally? If this is a necessity and it did not occur you may need to engage in an SEO service to assist you resolve optimized keywords in your content and code and ensure necessary geographic data is present in your website.

Have you claimed your Google My Business?

How accurate and professional is the represented data?

Any spelling errors, outdated information?

Auditing your online presence should be a regular task it's a useful tactic to help you keep a pulse on your online reputation.

It is also the source of your Personal Branding disclosing the online sentiment being shared publicly, and what your potential audience will experience.



Google Results

It not only gives you an opportunity to gauge areas of improvement but also action negative comments and address issues promptly.

Please DO NOT get hang up on terms like *SEO* and *Google My Business* while we are drafting your Personal Brand. We are using this analysis to find out your current reputation online and to use these pearls of wisdom to guide your decisions on how to make necessary adjustments.

It helps you discover where you need to improve, what you need to improve and to be proactive in your relationships with your audience.

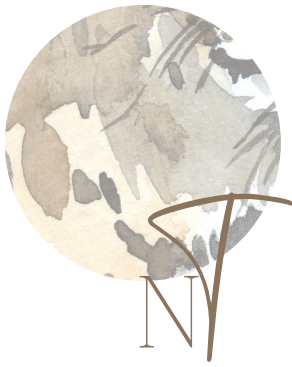


My Thoughts

What you do is a commodity. But your personality, your heartbeat, your fingerprints, that's what makes you unique.

Madison Anaya

Section 3



Self Analysis

Your Passions

It is time to take a latte break, sit back and define your passions, your dreams both personally and professionally.

It is oddly difficult to analyze ourselves so I will try and give you a few question indicators. This step is about clarifying who you are and gaining clarity on your Purpose and secondly on your uniqueness, what differentiates you.

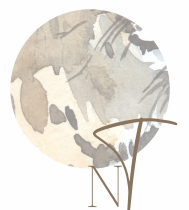
What excites you, what inspires, what do you enjoy about your career?

What do you REALLY want to spend your limited time on?

This is NOT About what you SHOULD do but ask yourself what do you WANT to do.

Articulate what you REALLY want to do. Be true to yourself, you could write, "I am an author" but it could be that you like to write and travel. You may enjoy writing about food or more political events and occurrences. Suggestion, do not limit this to a job title, open yourself up to exploring and exposing the true YOU.

Without limitation , without judgement what are you most passionate about...



Your Purpose

What do you believe you bring to the table? What problems do you think you solve? What is your intention? How do you do what you do Better and Differently?

Think about concepts like :

- Past successes?
- Strengths?
- Goals?
- Experiences?
- Specialized Skillsets
- Hobbies and Interests?
- Personality traits?
- Values?
- Beliefs?
- Interests?

Yes, hobbies and strengths are included here and nope this is NOT doing the same thing over again. You may be Passionate about mountain biking BUT your Purpose may be that you are an exceptional coach, therefore the juncture leads to you coaching others mountain biking skills from zero to hero.

Where passion and purpose collide therein lies the sweet spot.

We all want our vocation to feel like a vacation, here's how we make it happen.



My Passions Are:

What could I do for 2 years straight without getting paid JUST because I LOVE IT?

Look back at this last week and jot down what you REALLY enjoyed doing.

If I won the lottery tomorrow what career would i tailor for myself?

What would you do if you knew you could not fail?

My Super Powers

What am I really good at? These include your skills, your abilities, your strengths, what people come to you asking advice about.

What skills do you use regularly, any skills you have won awards for?

What do you find easy to do, or skills that you are passionate at developing?

What do you do well that mst people do NOT??

Your Offering

What solution do you offer?

Are you:

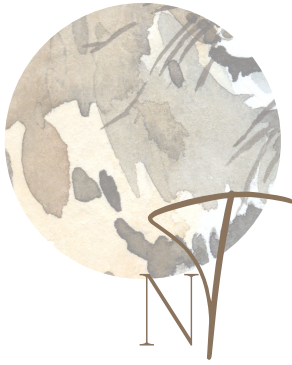
- Making life easier?
- Solving a problem?
- Solving a problem that audience do not know that they have?
- Making life more interesting or entertaining?
- Helping them?
- Teaching them something?

What dreams and desires, fears or worries do you meet or solve for your audience?

How can you help solve, met these?



Section 4



**Target
Audience**

Target Audience

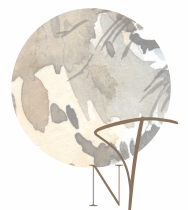
To best serve your audience you must know who they are, what makes them tick and how you can provide a solution offering to meet their needs and motivations. It is imperative NOT to make assumptions but to truly understand your target audience.

Demographics is a starting point these are variables like age, gender, education level, occupation, etc.

Demographics will assist you in determining what your customers need and are willing to spend.

I mentioned analysing their motivators here you need to analyse variables like; What do they value? What is their lifestyle? What do they enjoy doing with their spare time? The answers to these questions can help you understand your target market at a deeper level.

Be as specific as possible, defining your target audience in detail will assist you to make sure that your branding can be optimized to your potential future customers.



Target Audience

What problems do my products and services solve, and to whom do they appeal? What are you a specialist in?

For example, if you operate a cleaning service business for single moms, your services would be attractive to single women who have a budget to spend on professional cleaning services. You could tailor this further by filters like size of accommodation, location etc.

Who is my ideal customer?

Gender

Age Range

Marital Status

Occupation



Parents

Hobbies

Income Bracket

Education Level

What motivates them?

What are their fears and/ or problems?

How can I help them solve these problems?



Target Audience

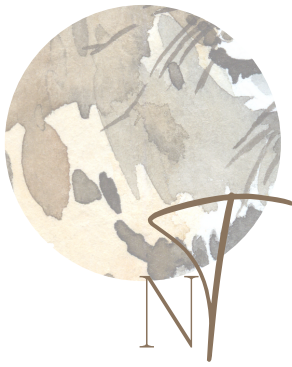
The intention of Market Research is to DISCOVER. Here are some gems that you may encounter, so keep an open mind and explore these avenues:

Are there Untapped Markets? Beyond the market that you BELIEVED limited you, have you found untapped markets beyond your and your competitors scope?

Maybe you found Expansion Opportunities?

Maybe you found Pricing Strategy Opportunities?

Section 5



Name

It

Name

It

A name gives your brand an identity. When you say a name like Apple, Nike, Tesla etc. your mind takes you on a journey and conjures up feelings and emotions. In a similar fashion when someone says your brand name what feelings and emotions do you want to conjure?

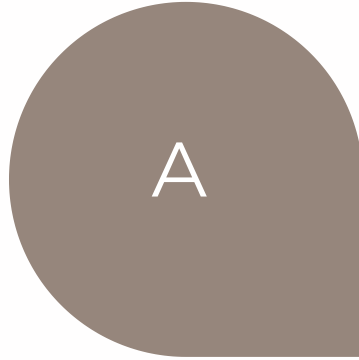
You are UNIQUE and how you approach executing your goals and objectives is unique. How do people describe you in relation to work ethic? Encapsulate this information into your personal brand, remember that your personal brand has evolved into something human and should include BOTH your personal and business interests and persona.

Small entrepreneurs want to establish themselves as an authority in a specific field by creating the best experience possible for our clients. We want to nurture relationships where trust is built and our clients recommend us to their peers. Personal Brands go by YOUR Name, business brand names need to be cultivated.



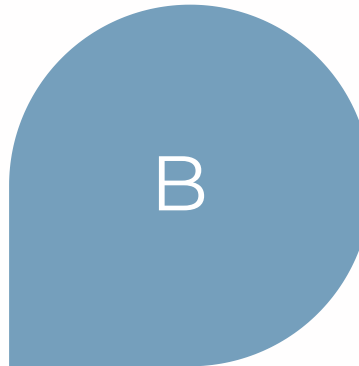


Keep your Target Market in mind when naming your brand

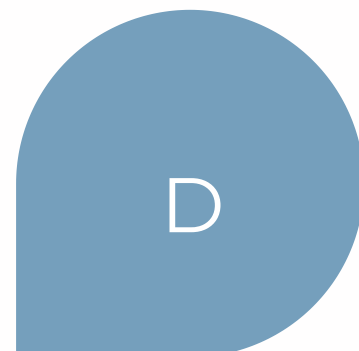
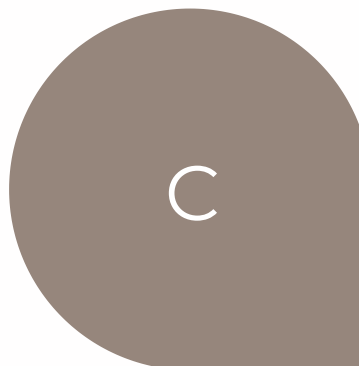


Determine what you want the name to accomplish. What differentiates you.

Determine how the name works with your current service and or product. (If Applicable)



What kind of name do you want to create, should it be the founder's name, describe what you do or an experience you want to conjure, or maybe just make up a word?



Test, Vet and Evaluate.



“

**PERSONAL BRANDING
IS ABOUT MANAGING
YOUR NAME - EVEN IF
YOU DON'T OWN A
BUSINESS ... GOING
ON A DATE? CHANCES
ARE THAT YOUR "BLIND
DATE" HAS GOOGLED
YOUR NAME. GOING TO
A JOB INTERVIEW
...DITTO!!**

”

TIM FERRISS

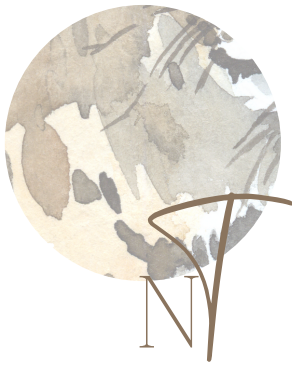
“

**YOUR BRAND IS
WHAT PEOPLE
SAY ABOUT YOU
WHEN YOU ARE
NOT IN THE
ROOM.**

”

JEFF BEZOS

Section 6



Competitor Analysis

Competitor Analysis

Your purpose, your audience and your offer combined together make up your personal branding. The way that you present and market yourself needs to reflect all three of these elements in order to make a positive impression on your consumers.

WHY SHOULD PEOPLE BUY FROM YOU AND NOT YOUR COMPETITION?

Your authenticity is crucial here, it is what differentiates you from the crowd.

You can compete on Price, so position your brand as being more affordable. Example: A Great Shave for a few bucks a month.

Another example which is based on turn around times and speed of delivery that makes you appealing in the market place, Your website built in 10 days or it's FREE.



COMPETITIVE ANALYSIS BENEFITS

01

Develop a unique selling proposition (USP). In order to separate yourself from your competitors you need to know them. Compare Mission Statements, Offerings, Pricing, anything that you can distinguish yourself by.

02

Your brand will expand and as it scales and changes so too will the demands and requirements of your customers. Comparing reviews, quirks and comments of your competitors will help you tap into market gaps, and anticipate customer's needs.

03

Provides a benchmark against which to measure growth. Understanding your brand and your competitors over a period of time guides you on where improvements can be made.

04

It's not just about market analysis, who are your competitors employing, company expansions, their culture ... this type of trend analysis guides you in determining and deploying best business practices of your own.

05

A competitor analysis will help you anticipate potential market changes, threats, and campaigns that can be rebutted.

06

A competitor analysis keeps you abreast of what your competitors are doing, how they are adapting, giving you the tools to leverage yourself in a timely manner.



Competitor	Product/ Service	USP

How can I differentiate myself from my competitors?

Do my competitors have pain points, if so what can I learn from them?

What do my competitors do better than me, can I improve or how do I adapt and change?



My Thoughts

Branding is about so much more than what people see. It's about how you make people feel.

Kimberly Haydn

Brand Position

The best way to separate yourself from your competition is your Brand Position. Take heed of what Seth Godin says and stand for SOMETHING not EVERYTHING.

Positioning yourself in the market place, be specific who do you want to serve. Try and identify a segment of the market that has been ignored by your competitors. Specialize! try to laser focus on ONE thing. Other people should be able to describe what you do clearly and easily...and correctly

Positioning yourself in the mind of your target audience. First off how does your product/ service help others, then determine how it makes your clients feel?

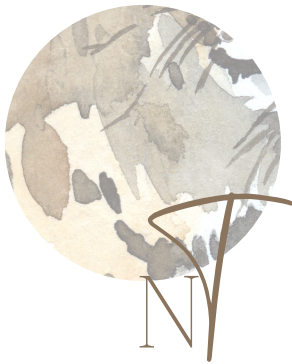
How do you bring about the much needed change that your target audience so desperate wants?

It is all about positioning yourself in people's minds. Do this by focusing on your target audience.

Determine WHAT your target audience wants and build an offering aligned to this need. Now market this concept by building a story that resonates with your audience.



Section 7



Mission

Vision

Core Values

Brand Promise

Vision - Business Branding

VISION is the documented ambition that you have for your brand, it is related to future goals and aspirations, where you see your company or organization in the future, depending on fulfilling its mission.

The intention of your Brand Vision is to be as ambitious as possible and aspire to instill belief in your brand in relation to where it is headed.

The vision should be worded so that it provides guidance and inspiration. It's a forward-thinking statement that should be fulfilled in the five- to 10-year time frame.

- Who is your ideal target market?
- What problems do you help them solve?
- What benefits can they expect by working with you?
- Why should people buy from you and not your competition?
- What does your brand aspire to be?
- Where does it aspire to go?
- What does it aspire to be?

Using all the information you have garnered up till now create the future ambition of your brand, here are a few pointers to help you....

Your Brand Vision should be **HIGHLY** Motivational.
It should influence decisions and inspire **ACTION!**



What is the purpose and proposition of your brand?

What does success look like to you?

Describe a measurable goal?

What is the human value of my brand?

Who does your brand want to solve problems for and how ?



How do you want your brand to inspire?

What competitive advantage does your brand have ?

What is the main problem your brand solves ?

How can you simplify the magnificence of your brand?

Establish timeframes?





**Your Brand Vision
should be
BIG
BOLD
SCARY**

Vision

Mission - Business Branding

Brand Mission deals with the commitments and daily goals and aspirations required to get from where you are now to where you want to be in the future, namely the Brand Vision.

Mission is the rule-book for the decisions and actions happening everyday in the business to achieve the Vision.

The mission statement describes:

- What you do
- Who you do it for
- The benefit that it provides.

Without a Mission, the Vision is but a dream, and without the Vision the Mission is adrift.

Pointers

- Be short and concise
- Don't write an essay
- Don't limit your brand
- Action orientated
- Your mission statement details the key results, or steps, your brand needs to take to get to its Vision.





Your Mission Statement
FOCUSES ON TODAY;

Your Vision Statement
FOCUSES ON TOMORROW.

Mission

Core Values

Core Values are the basic elements of how we go about our work, dictating your brand's behavior generally providing a guideline between what is right and wrong.

They are the practices we use (or should be using) every day in everything we do representing your brand's highest priorities, core beliefs and fundamental driving forces.

Core Values gives your brand a human persona and authenticity that attracts like minded audience.

Core values form the foundation of your brand's culture.

On the following page I have listed a bouquet of Core Values, choose those that resonate with you or add your own.

These will form the foundation of your Power Words that will be used to measure all your future activities, which we will sync in the next exercise.

Ensure that your Power Words resonate and reflect well with your target audience, they can be a HUGE hurdle in maintaining consistency of intent and can lead to mixed signals and sub-optimal performance.



Examples of Core Values

Accountability	Determination	Meaningful Work	Talent
Accuracy	Fairness	Openness	Teamwork
Adaptability	Faith	Optimism	Trustworthiness
Approachable	Fame	Peace	Wealth
Authenticity	Friendships	Pleasure	Wisdom
Achievement	Fun	Poise	Virtue
Adventure	Growth	Popularity	Value
Authority	Happiness	Recognition	Vision
Autonomy	Honesty	Religion	
Balance	Humor	Reputation	
Beauty	Influence	Respect	
Boldness	Inner Harmony	Responsibility	
Compassion	Justice	Security	
Challenge	Kindness	Self-Respect	
Citizenship	Knowledge	Service	
Community	Leadership	Spirituality	
Competency	Learning	Stability	
Contribution	Liveliness	Success	
Creativity	Loyalty	Status	
Curiosity	Logic	Safety	

Circle those that resonate with you or write your own below

Write down 6 Core Values below and how you intend to implement them. Examples of my personal core values are Integrity, Ambitious and Creative, when I am recruiting I analyse the recruit by these core values. Drafting this workbook I analysed whether I am in keeping with my core vales. These Power Words keep me in check with my core and are in line with my Mission and Vision.

Write your Core Value in the circlce and its application alongside.

Core Value

Core Value

Examples from Famous Brands:

Starbucks:

“To inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time.”

Starbucks expands on its mission statement by stating its core values. This is really an extension of the mission statement and explains how they focus on their customers, how they grow their company, and how they work with employees.

Starbucks Values

With our partners, our coffee and our customers at our core, we live these values:

Creating a culture of warmth and belonging, where everyone is welcome.

Acting with courage, challenging the status quo and finding new ways to grow our company and each other.

Being present, connecting with transparency, dignity and respect.
Delivering our very best in all we do, holding ourselves accountable for results.

We are performance driven, through the lens of humanity.

Examples from Famous Brands:

Coca Cola Company:

“Refresh the world. Make a difference.”

Coca Cola takes a slightly different approach with a statement of purpose and then a vision statement. Their purpose is essentially their mission statement and says a lot for being so short. They want to refresh people in both body and spirit while making a positive impact on the world. Their vision also implies their goal of serving the entire world’s population which hits on their corporate and shareholder goals.

Urban Outfitters:

“A lifestyle retailer dedicated to inspiring customers through a unique combination of product, creativity and cultural understanding. Founded in 1970 in a small space across the street from the University of Pennsylvania, Urban Outfitters now operates over 200 stores in the United States, Canada, and Europe, offering experiential retail environments and a well-curated mix of women’s, men’s, accessories and home product assortments.”

Urban Outfitters focuses on the experience that they deliver and the focus on what they do. Their mission drives what their stores look like and what their goal is: to inspire. They also nod to their heritage of starting small and growing.

These examples have been extracted from the following website, go visit it for additional examples and inspiration:

<https://articles.bplans.com/writing-a-mission-statement/>

Brand Promise/ Purpose

A brand promise is what your brand says your audience WILL experience every time that they interact with your brand, namely what functional and emotional benefits will they receive. It shouts out loud and proud WHY your brand is the option of choice and is a pledge that your brand will fulfill your promise. It is also referred to as a Unique Value Proposition (UVP).

Formula

I do what?

For Whom?

That results in What?

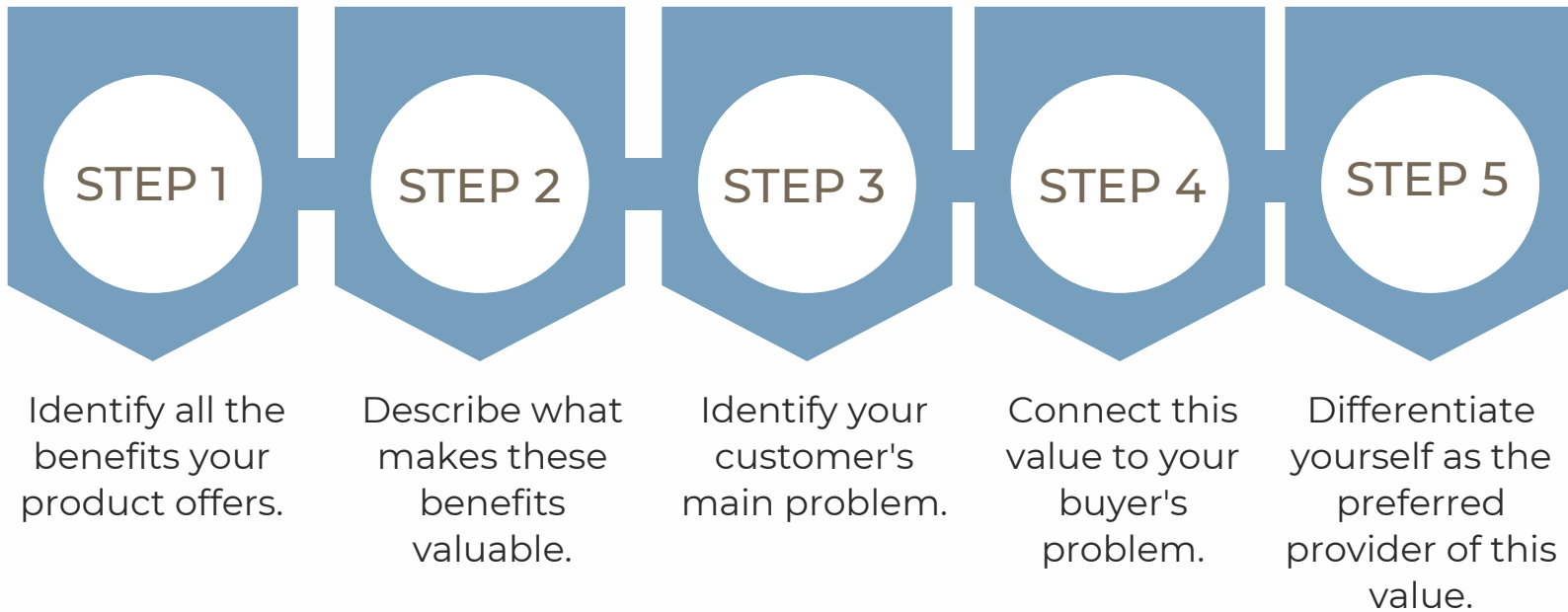
IMPORTANT! taglines and slogans are shorter than Brand Promises and are more aspirational. At this stage a tagline is not necessarily important but if you come up with a catchy one of value, USE it with pride.

Generally a brand promise is the very first piece of communication between your brand and your audience consequently forms the first impression. It advises how your brand will solve problems and improve situations



5 STEP PROCESS

Extracted from: <https://blog.hubspot.com/marketing/write-value-proposition>



1/. It must be short to the point, clear and easy to understand, therefore jargon FREE.

2/. It has to be customer centric, remember it is communicating the benefits the customer will get.

3/. How is your brand better and how is it differentiated from all other brands in the same niche?

4/. It is short, read and understood within about 7 seconds.



THE HOW, WHY & WHAT

A great deal has been asked of you from a Mission to a Vision and now a Brand Promise.

What is the difference between all of these and why are they important?

Brand Promise = WHY

What's your brand's ultimate reason for being? What GAP would your brand create if it were no longer on the market tomorrow?

Brand Mission = HOW

How are you going to achieve your Brand Promise with every client interaction and ultimately how will you achieve your Vision.

Brand Vision = WHAT

If your Brand Promise is your 'why,' then your Vision is 'what' you want to accomplish as a result of it. If you remain committed to your Brand Promise and Mission Statement what will be the outcome of it?

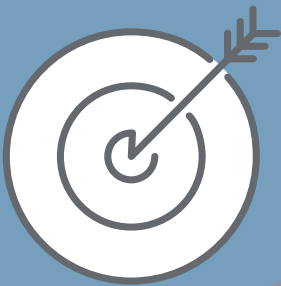
IMPORTANT: Mission and Vision statements describe your brand from an internal perspective, whereby the Brand Promise is externally focused.



Audit Your Brand

Internal Evaluation

Mission



Are your daily, weekly and monthly goals and objectives aligned with your Vision?
Are your KPIs aligned with your business?

Vision



Are the correct tools being used to analyse how far or close you are moving towards your Vision?

Target Audience



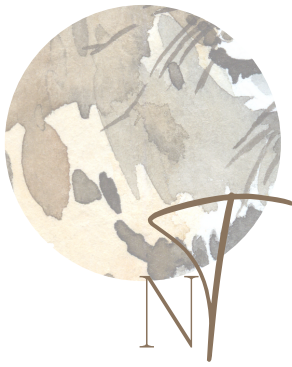
Are you aggressively analysing your target audience ensuring you understand them? Is your business aligned to their demographics and not your perceptions?

Product / Service



Have you aligned your products and services correctly?
Is what you have to offer the best option?

Section 8



Personal Biography Pitch

Personal Biography

Using all the work that you have already done, phew! well done, extract value from these exercises and write the longest version of your biography using about 100 - 300 words. A biography is your story and it is used in several areas throughout media channels so a good idea to carefully create it.

Very Important, keep your audience top of mind, it is vital to craft your message for your niche. Keep your Biography relatable, let it illustrate what you are truly good at, shout out your intentions!

Start with an introduction, explaining who you are, what motivates you, your roots.

Progress into the challenges you have met up with , illustrate your pain points as these are more than likely mirror images of those being experienced by your audience. How did this conflict prohibit your growth?

Ultimately you write about how you managed to overcome this conflict and empower yourself to greatness. This clearly articulates your solution offerings and what challenges they resolved.

Your Story **MUST** be aligned with your Core Values. Remember mine include Integrity, Creativity and Ambition....I ensure that my biography echos these in the verbiage I use or these very Values could be my solution offerings!



Personal Biography

Pitch

There is one last form of your biography that needs attention, namely your PITCH.

This is about tailoring a solid, confident message that you convey to others when they ask you, "What do you do?"

This is about you being able to emphasize exactly the crucial elements about yourself when the opportunity knocks.

Remember that you have about 30 to 40 seconds to win their attention and spark interest. Use the right words and IMPRESS. Your intention is to initiate follow up questions.

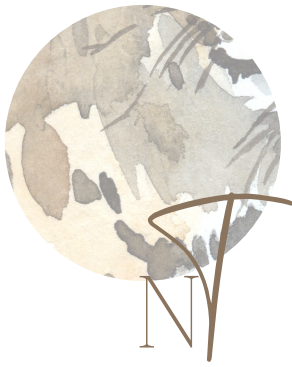


“

**The choice does not
belong to fate, it
belongs to me.**

SUCCESS

Section 9



**Brand
Design**

Visual Identity

Your Visual Identity is the sum total of all that can be visually seen that represents your brand. Your Visual Identity encapsulates your logo, colour palette, the style of your text and the mood that is created by your visuals.

Your overall design will either grab attention and encourage engagement or will lose a potential client in 2 seconds flat, you don't get a second chance to make a positive impression.

Visual Branding tells a story, makes a statement and influences how others feel about you and your brand instantly. As a result it is imperative that your Visual Brand Designs are aligned with your Brand Promise, your Core Values and your Audience.

Logo

Your logo **MUST** be impressionable, it is the face of your brand and should linger longer. Your logo should be easily identifiable and visually represent the essence of your brand.

Portrait

If you are creating a Personal Brand you may decide rather to get professional portrait photographs of yourself instead of a logo.

Signature

You may choose a Handwritten Signature as your logo, good example here is GaryVee



MAIN LOGO



SECONDARY LOGO



SUBMARK



SIGNATURE LOGO



PORTRAIT



Collect your favorite brand design concepts and create a mood board for inspiration:

This is about your creativity, what inspires YOU and expresses your brand.

Suggestion GOTO Pinterest for inspiration, the following are examples from Pinterest:



Colour Palette:

Colours rouse feelings and emotions within people therefore before you start choosing your colours analyse what they mean and what emotions they trigger as your favorite colours may not be appropriate for your brand.

Your color palette needs to be in-sync with what your brand wants to convey.

Suggestion: Using your Core Values type these words into Google or Pinterest and see what images are displayed and what colours are suggested.

Extention: Use a colour picker extension, Chrome has one called Color Pick EyeDropper to help you identify any colour's Hex Code.

Pair: GOTO Colors.co and use their colour scheme generation tool to come up with a combination of colours..

My Colour Palette:

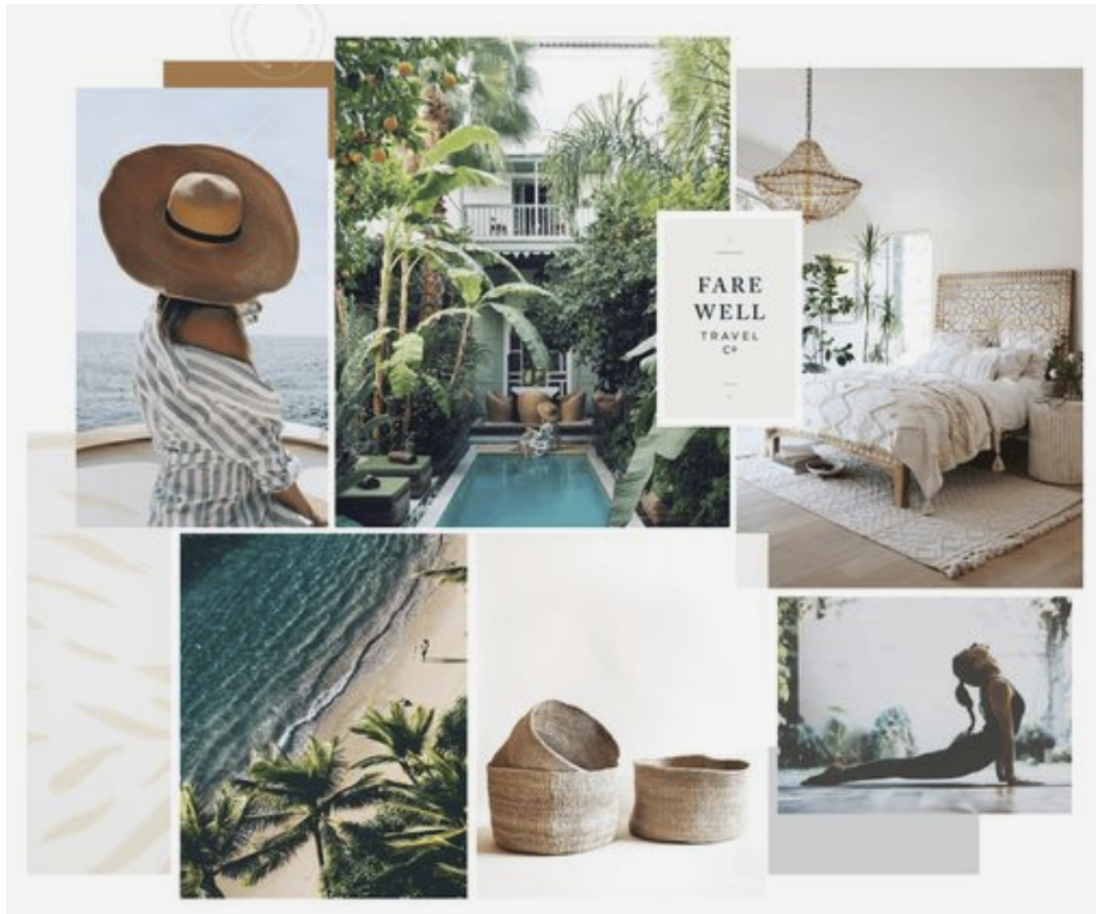


SYMBOLISM OF COLOUR

[HTTPS://WWW.INCREDIBLEART.ORG/LESSONS/MIDDLE COLOR2.HTM](https://www.incredibleart.org/lessons/middle-color2.htm)

[HTTPS://99DESIGNS.COM/BLOG/TIPS/COLOR-MEANINGS/](https://99designs.com/blog/tips/color-meanings/)

Example:



1. B8C4C4
3. CABFAE
5. 8A937C

2. B07A4D
4. DFDDD6
6. 24313D

Fonts:

Colours determine the mood of your brand while the typography sets its tone.

Canva.com has a nifty tool to assist you in choosing your fonts GOTO

[HTTPS://WWW.CANVA.COM/FONT-COMBINATIONS/](https://www.canva.com/font-combinations/)

Google Fonts is a free open source library of fonts. The HUGE PLUS about Google Fonts is that if a person opens your website and they do not have your particular font installed in their font library they will STILL be able to read your sites correctly, fonts.google.com.

Main Font

Secondary Font

Any other fonts:



My Brand Style Guide:

MAIN LOGO



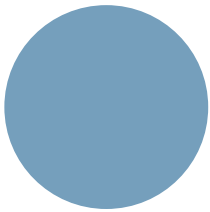
SECONDARY LOGO



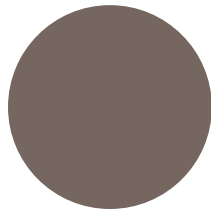
SUBMARK



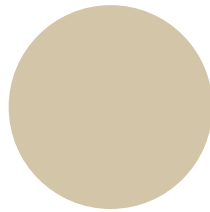
COLOR PALETTE



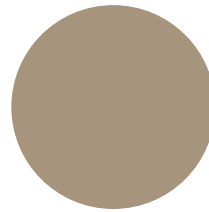
#759FBC



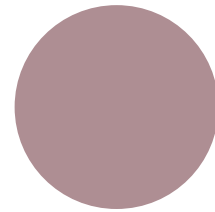
#75665F



#D3C5A8



#A6947C



#AE8E93

Heading 1

Montserrat Classic

Standard Text

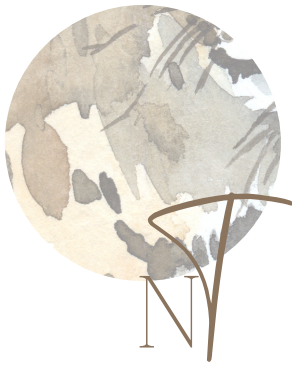
Roboto

Classic Text

Cyristesy

Lato

Section 10



Communication

Communication Channels:

There are so many different social media platforms in existence at the moment. It can be tempting to just join and post constantly on everything in order to try and reach the most amount of people. Invest your time wisely and target relevant challenges. What platforms will showcase your brand and reach your target audience? Imagery is more Instagram while LinkedIn is more professional compared to relaxed Facebook

Research what your niche market requires and be consistent throughout your media, using the same key essential branding elements throughout.

Determine your channel and mode of communication, check-mark those applicable and do as much research on optimizing and utilizing each to best benefit .

Create a Website

Pinterest

Facebook

LinkedIn

Twitter

YouTube

Instagram

Podcasts

TikTok

Clubhouse



Content:

Now that you have determined your chosen communication medium focus needs to be directed to your Content.

The best way to grow your personal branding is to create content.

Creating your own, quality content is the best method to show that you are an expert, that you are trustworthy and that you deserve your audience's time.

Read through the concept of Strategies to grow your personal brand and authority and check-mark all those read and understood and especially those that apply to your brand.

Mailing List

Free Content

Small Personal Details

Real Connections



26 Content Ideas:

BE THE EXPERT

- Create an article about something within your industry
- Answer a Question that a number of people are asking
- Prompt your niche market to ask you ANYTHING
- Industry Fact
- How-to-video
- Time- Saving tip
- Money-saving tip
- Solve a problem
- List common mistakes and how to overcome them

GET PERSONAL

- Share a Fun Fact about yourself
- Share details about a hobby
- Challenge your audience
- Explore your niche and something that they enjoy doing
- Share your bucket-list and prompt your audience to do the same

QUESTION TIME

- Take a poll
- Ask for predictions
- Request Feedback
- If you could....
- Fill in the blank
- This or That

MISCELLANEOUS

- Sneak peek
- Make a Statement
- Unboxing Video
- Announce a Special Event
- Trending topic or news worthy event
- Public holiday, Vacation news



Emoji CHALLENGE

It is said that posts with Emojis create more engagement, so here are the tips and tricks to get your emojis into your LinkedIn posts. For example adding emoji's to your bio is of great value, so click on the edit icon to go into your *Edit Intro* functionality within your Personal Profile. Then simply copy and paste your chosen emoji into your Title, into your Headline etc. Easy Peasy!

Head over to <https://emojipedia.org> to review what is available

In the boxes blow indicate which emojis appropriately identify your brand:

THE BEST TIMES TO POST ON SOCIAL MEDIA PLATFORMS:



THURSDAY AND FRIDAY

1:00 PM - 4:00PM

People loose stem towards the end of a work week and start logging into FaceBook.

SATURDAY AND SUNDAY

8:00 PM - 11:00PM

People have more time to pin over weekends and holidays.



MONDAY

11:00 AM - 1:00PM

7:00PM - 9:00 PM

The most activity is on a Monday when everyone commences their work week.



MONDAY- FRIDAY

12:00PM - 6:00PM

People check out Twitter throuough the work day.



TUESDAY, WEDNESDAY, THURSDAY

7:00AM - 9:00AM

5:00PM - 7:00PM

The most networking is done before and after work mid-week.



SOCIAL MEDIA IMAGE SIZE GUIDE

Network	Image Type	Size (pixels)
	Cover Photo	851 x 315
	Profile Photo	300 x 300
	Posted Image	700 x 700
	Posted Link or Ad	1200 x 627
	Cover Photo	2560 x 1440
	Profile Photo	800 x 800
	Video Upload	1280 x 760
	Cover Photo	646 x 220
	Profile Photo	400 x 400
	Brand Logo	100 x 60
	Posted Photo	800 x 800
	Header Photo	1500 x 500
	Profile Photo	400 x 400
	In-Stream Photo	440 x 220
	Twitter Card	800 x 320
	Profile Photo	110 x 110
	Posted Photo	1080 x 1080
	Ad Photo	1080 x 1080
	Profile Photo	165 x 165
	Posted Pin	735 x infinite
	Board Display	220 x 150

Audit Your Brand

Internal Evaluation

Brand Design



Are your logo, fonts and brand design concepts aligned with your business, your audience?

Consistency



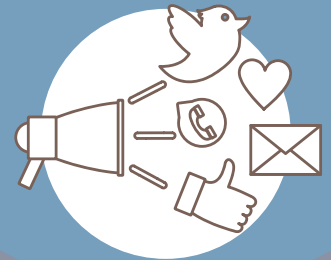
Are you using your brand design tools consistently? Ensuring brand identification is rolled out across all media channels. Are all your employees aligned to and keeping with the brand?

Marketing



Is your website up to date and aligned with your brand? Are all your marketing communications aligned to your Core Values, Mission and Vision? Are you discoverable and easily identifiable?

Social Media



Are you analysing your Social Media stats? Are you achieving your Social media objectives?

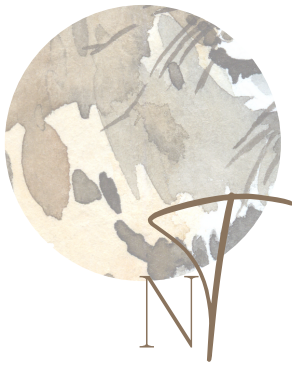
“

IT'S IMPORTANT TO
BUILD A PERSONAL
BRAND BECAUSE IT'S
THE ONLY THING THAT
YOU ARE GOING TO
HAVE. YOUR
REPUTATION ONLINE,
AND IN THE NEW
BUSINESS WORLD IS
PRETTY MUCH THE
GAME.

”

GARY
VAYNERCHUK

Section II



Specialize

Specialize:

Are you intending to compete with a number of other generalists or are you going to specialize?

Here it is about either being a big fish in a small pond, specialize, or a small fish in a big pond, generalize.

Examples:

- A photographer that exclusively shoots weddings.
- A painter that only does portraits
- An author who only writes biographies
- A Social Media Manager that exclusively works in the medical arena

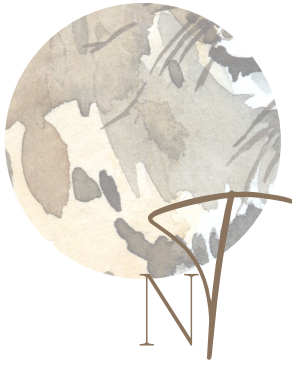


My Thoughts

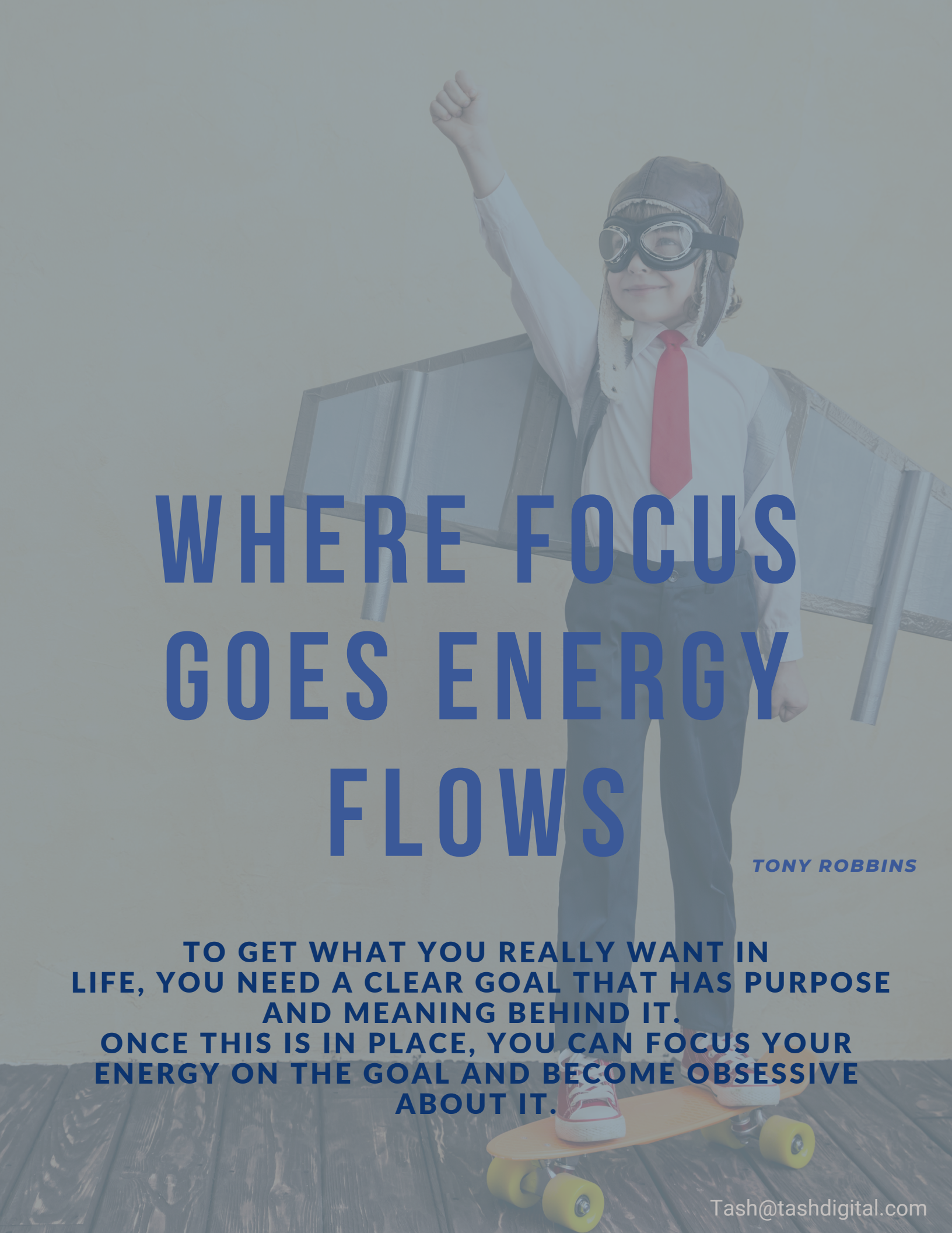
Stop whispering and SCREAM Your Dream.....

TASH DIGITAL

Section 12



Miscellaneous



WHERE FOCUS GOES ENERGY FLOWS

TONY ROBBINS

**TO GET WHAT YOU REALLY WANT IN
LIFE, YOU NEED A CLEAR GOAL THAT HAS PURPOSE
AND MEANING BEHIND IT.**

**ONCE THIS IS IN PLACE, YOU CAN FOCUS YOUR
ENERGY ON THE GOAL AND BECOME OBSESSIVE
ABOUT IT.**

Focus

YEAR _____

WHAT DO I REALLY WANT IN LIFE?

[Large blue rectangular area for writing]

WHAT IS THE PURPOSE AND MEANING BEHIND WHAT I WANT?

[Lined area for writing]

HOW WILL I CREATE A COMPELLING FUTURE?

[Lined area for writing]

I AM GRATEFUL FOR

[Lined area for writing]

WHAT ARE MY INCANTATIONS?

[Lined area for writing]

PERSONAL BRAND BENEFITS

01

Personal Branding makes you more discoverable ONLINE, it enables endless connections increasing your accessibility and visibility to a wide spectrum of diverse online audience.

02

As your Personal Brand evolves and grows so too does your confidence and with that your online presence and confidence in SELF. Personal Branding is a stimulus for personal growth which can catapulte you beyond your expectations.

03

Personal Branding can be a catalyst in the creation of identifying you as an expert in your field which can turn in-person occasions into excellent conversion machines.

04

Your Brand Purpose defines why you do what you do, it articulates what drives and motivates you, which makes your intentions clear and transparent. Brand Purpose authenticates you and makes you REAL, this fosters TRUST. People are more inclined to put their trust in a brand that they can resonate with.

05

Being YOURSELF differentiates you from your competitors, the more you are YOU the more you are elevated above your peers.

06

Building a Personal Brand promotes Social Proofing amongst followers leading to expansion of your audience and promoting enthusiasm about your product/ service with a natural result of building your confidence.

3 R'S OF PERSONAL BRANDING

Your audience wants to KNOW, LIKE and TRUST you so ensure your 3 Rs connect with them at an emotional level to create and maintain these attributes.

See you at the TOP!!!!!!



R

Recognition

The First R stands for *RECOGNITION*...it is about differentiating yourself from your peers and **STANDNG OUT FROM THE CROWD!!!**

Consistency leads to recognition, that warm fuzzy feeling of trust in the mayhem of marketing. Make sure you spend sufficient time on creating what distinguishes you and how you want to be identified. How do you want to be perceived?



R

Reputation

The second R is for *REPUTATION* ...Social Proofing is the highest and most welcome form of marketing and referrals are GOLD, and best is that they are FOR FREE.

Endorsements spread like wild fire so ensure you are clear about what you want your brand to communicate. Have you thought about what you want your brand to be known for? What is the character of your brand?



R

Respect

The final R is for *RESPECT*... What value do you and or your product provide/ service? Personal Brand = your trust currency. Ensure that you practice integrity with all that you do and never over promise and under deliver, that is a sure way to ignite those wild fires we spoke about under *REPUTATION*. The best policy is to over deliver and generate referrals and positive recognition.

Brand Strategy Quicky

CHECKLIST

Brand Purpose

Brand Colours

Brand Name

Logo Primary, Secondary, Submark

Niche Market

Tagline

Brand Mission

Brand Fonts

Brand Vision

Differentiator

Core Values

Financial Documents

Communication Channels

Content

Personal Biography Long form, Form, Pitch

Specialize?

Brand Design

Website/ Domain

Brand Aligned Email

Internal Documentation



**THE DIFFERENCE
BETWEEN ORDINARY
AND EXTRAORDINARY
IS THAT
*little EXTRA.***

Congratulations:

Look how far you have come on your journey of self discovery AND cultivating a credible authentic brand.

This is very Yay-Worthy!

I am truly happy and excited about your Success. Remember that your brand whether Business or Personal is a living thing and needs to be nurtured and looked after. Use your Habit Tracker to keep yourself consistent and committed.

Please share your achievements with me ...Tash@tashdigital.com

Thank you for allowing me to be your accountability partner! It has been a great pleasure being part of your journey. The adventure has just began and I hope that our paths will cross again in the very near future.

Thank you!
NATASHJA Troskie

