

Personal Branding

What do you want to be known for?

If someone mentions your name, business, or brand what do you want them to say?

Some people can answer this question in a matter of seconds, while it may take others a lifetime to figure out.

Let me start by stating that personal branding isn't just for someone who owns a business.

Personal branding is also essential for any influencer, business coach, or person who wants to share their *story* with the world.

Whether you want to be known as the G.O.A.T. of entrepreneurs, the most entertaining speaker, or as the person who spends their life volunteering and giving back to their community, there is no wrong answer.

If you want to make an impact in the world, creating a branding strategy is definitely the place to begin.

I want to start by going over the personal branding definition - then dive deeper into the importance of having a personal brand online, talk about some personal branding tips and personal branding examples.

Most people define personal branding with a name and logo, but there's so much more to it than that.

So, What Is Personal Branding?

Personal branding is the practice of marketing people and their careers as brands.

It is an ongoing process of developing and maintaining a reputation and impression of an individual, group, or organization.

Whereas some self-help practices focus on self-improvement, personal branding defines success as a form of self-packaging.

Your personal brand is how you promote yourself.

It is the unique combination of skills, experience, and personality that you want your followers to see.

It is the telling of your story, and the impression people gain from your online reputation.

3 Personal Branding Tips & Examples

1. Create Content with a Purpose

Many marketers will tell you the best way to attract more people and buyers to your personal brand is to create and share new content all the time.

They'll tell you to create more videos and write more blog posts, and eventually you'll grow into an influential brand and reach the KPI's you have in place.

We've seen that strategy fail time and time again.

That's also one of the biggest and most common complaints we hear from businesses and brands of all sizes - they spent all of this time creating new content, but no one ever saw it or engaged with it, which is a huge missed opportunity.

Sure, every business and influencer will have to create new content at some point, but you don't want to get in the habit of creating new content to check it off your to-do list or to waste your time filming a video for three weeks if you only get five people to watch it.

What works better is when you have a content strategy and budget in place to promote the content you already have (as long as it still aligns with your vision and goals).

We need to get more people to see and engage with the content that's already out there.

2. Be Consistent, Show Up & Serve

When building a personal brand, it is important that your social media channels are consistent across every platform, visually appealing, and represent the type of influential person you want to be.

Gary V is an excellent example of someone who shows up, is consistent, and serves his audience in various ways.

No matter which social media channel you look him up on, you will see an overload of free content about side hustles and grinding nonstop until you reach your goals.

He found a niche where he could offer something valuable to the people and then became the most influential and authoritative thought leader in that space.

He serves his audience every day by giving them free content and does it without asking for anything in return.

That is what we are missing from most influencers and brands today.

Whatever niche you chose to be in, stick to it, and be consistent.

If you want to be recognized as an authoritative figure in the hustle and grind space, the majority of what you post online should be about that.

Try to avoid confusing your audience by being overly opinionated about a variety of topics.

3. Find a Unique Selling Proposition

You have to find what is unique and special to your brand that will make you stand out from the competition.

Here is an example of one of the most iconic brands in history that had great success with personal branding.

Coca-Cola was one of the first businesses to incorporate personal branding into their marketing strategy and campaigns.

They were one of the first brands to focus on brand personality and emotional advertising.

The brand created an identity that's built around values of joy, experience, community, and happiness. They created a brand that showed people the type of lifestyle that they wanted to be associated with.