



Build Your Memorable Personal Brand in 7 Easy Steps

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Simon Sinek, in one of his most popular talks said “People don’t buy products, people buy people”. Even as consumers, we are pulled to people who sync with us. Then why not build your personal brand to attract people? A personal brand is proven to be among the strongest marketing methods which delivers consistently high conversions and ROI. So if you are an entrepreneur, a clear personal brand can take you a long way. One of the reasons for the startup boom in India and around the world is that building your brand has become simplified and structured. Whether it is television shows like Shark Tank India or the millions invested by Angels, an extra boost of confidence has been infused in founders.

Here’s another fact that may interest you- According to recent statistics, 92% of people trust the recommendations made by other people, even if they are not acquainted with each other, rather than trusting any brand.

“People don’t buy products, people buy people”

In today's crowded marketplace, building a memorable personal brand is essential for standing out and making a lasting impression. A strong personal brand not only helps you differentiate yourself from others in your industry but also positions you as a thought leader and expert. In this ebook, we will explore seven key steps to building a memorable personal brand that will help you achieve your professional goals.

BENEFITS OF DEVELOPING A PERSONAL BRAND

02

Trust Building

People trust your voice and views on topics related to your brand-enhancing your influence and reach.

Build your network

Your personal brand represents your vision and ideas, attracting people and businesses on the same frequency.

Creating a lasting impression

Through your brand and influence, you can impact society and community positively- bringing about real change where it is required.

Increased Value

Having a personal brand of repute gives you the benefit of pricing appropriately and earning a well deserved, justifiable income.



So having your personal brand built on the right ethos makes a huge difference to your life, work and community. The next obvious question is- how??

Here are 7 simple steps that can bring about superlative improvement in your personal brand- leading to business and personal success.

1. Create a strong foundation
2. Earmark your target audience
3. Provide your brand assets
4. Develop your content
5. Enhance your visibility
6. Develop association and build community
7. Invest in strategic networking

THE SEVEN STEPS

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Create a strong foundation

You be you.

Creating a strong foundation begins with authenticity. If you want people to relate and be associated with your brand, it is important to present your most authentic self without any frills. This will help in creating association and building a community. Fake brands can be noticed by people and you do not want to be that! For example, Dot and Key has allegedly used the branding and design of Korean Brand Frudia and that raises questions on the genuinity of not just their product but the overall brand.



THE SEVEN STEPS

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Earmark your target audience

"Identifying your target audience is like knowing the key to their hearts. By understanding their needs and desires, you can build a connection that transcends transactions and creates lasting relationships."

Knowing your target audience is crucial in building a successful personal brand as it allows you to tailor your messaging, content, and marketing efforts to the specific needs and preferences of your ideal audience.

By understanding your audience, you can build stronger relationships, increase engagement, and ultimately, achieve your professional goals.

And that can happen only when you know your target audience. In order to understand your target audience, remember the words of Jessica Walsh, "If no one hates it, no one really loves it."

In order to create a successful brand, it is always important to understand the demographics of your target audience. You can't make everyone happy and everyone cannot have the same requirements. Therefore, instead of having everyone as a target, create profiles of your perfect client and try to hit the population that closely resonates with the one you have in mind.



THE SEVEN STEPS

06



Invest time and energy on your brand assets

The perfect example for prioritizing brand assets is Apple. The use of half eaten apple has become more famously associated with the Apple brand than with Newton's principle. Keeping their aesthetics in shades of white and gray tones, they have created buzz around their brand putting all the limelight on their product without spending a lot on superfluous marketing.

Brand assets can highlight and emphasize on the values, strengths, offerings, and identities of the brand. These can include the following:

- Brand Name
- Logo
- Color Palette
- Packaging
- Slogans or Taglines
- Songs or sounds
- Brand guidelines
- Mascots
- Videos

These brand assets create a unique and indistinguishable identity that helps in building brand awareness, create loyal customers, improve the ROI on marketing as well as create a niche for your brand.



THE SEVEN STEPS

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Content is King: Create High-Quality Content

Develop a content strategy that aligns with your brand and speaks to your target audience's needs and interests. Produce high-quality content that showcases your expertise and positions you as a thought leader.

Content in today's time is the game changer for every brand. So much content is available each day that making space of your own may seem pretty challenging. But if your content is relevant, crisp and to-the-point, it will reach the right audience. And if the content is engaging enough, it will definitely build brand loyalty, making people come back to you more and more. Use different formats like articles, video interviews, podcasts, PDF materials, online courses or even newsletters.

Do you know that email ROI is an impressive \$36 for every \$1 spent?! And not only this, it has been seen that smartphone users like to receive brand communications through the email.



THE SEVEN STEPS

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Enhance your visibility

Building a presence on social media profiles is an economical and effective way to improve visibility of your brand. There are also tools of PR, informative articles about your brand, guest blogging, collaboration with people with brands in different areas of expertise and building a strong community. Making yourself visible is really simple, if done right.

Here is a simple test. A large yellow M with a red background represents which brand? McDonald's- everyone knows it. That is the power of brand building and visibility.



THE SEVEN STEPS

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Develop associations and build a community

Instead of focusing on targeting many individual people, shift your attention on creating a niche for a community that shares a similar set of views. This can build relatability and association much faster! As rightly put by Howard Schultz, “If people believe they share values with a company, they will stay loyal to the brand”.

Create platforms such as facebook groups, panels, forums and create open group discussions so that multiple people can communicate with you. Conduct meetups, seminars or workshops where your audience can approach you and help in building a stronger community.



THE SEVEN STEPS

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Invest in strategic networking

For your brand to survive and thrive in this jungle of brands, it is equally important to spend time with potential partners who have the vision of a shared goal. Networking is crucial for every entrepreneur to improve the brand awareness and create a platform for further reach across the masses. Some examples of powerful strategic networking are as follows:

- Establish and focus on relationship building
- Launch yourself in unknown areas for networking like using your online presence to create networks if your offline status is strong.
- Begin conversations and create solutions

Strategic networking should come very naturally to every entrepreneur who wants to expand their brand in today's time.





Your personal brand is constantly evolving. It is a continuous work-in-progress.

Remember to continuously monitor and refine your brand as you build and grow it.

Monitor your brand's performance and adjust your strategy as needed

Continuously evaluate and refine your brand to ensure that it remains relevant and resonant with your target audience.

Building a memorable personal brand is a journey that requires dedication, consistency, and strategic planning. By following these seven key steps, you can create a personal brand that speaks directly to your target audience and positions you as a thought leader and expert in your industry. Remember, building a personal brand is an ongoing process, and it requires continuous effort and commitment to maintain its relevance and impact.

QUIZ ON PERSONAL BRAND BUILDING

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1. What is a personal brand?

- a) A logo and slogan that represents you
- b) The way people perceive you and your reputation
- c) Your social media profiles

2. Why is it important to identify your target audience when building your personal brand?

- a) So you can market to as many people as possible
- b) So you can tailor your messaging and content to the specific needs and preferences of your ideal audience
- c) It's not important to identify your target audience

3. What is a unique value proposition (UVP)?

- a) A catchy tagline
- b) A statement that highlights what sets you apart from others in your field
- c) An elevator pitch

4. What is the first step in building a personal brand?

- a) Developing a brand identity
- b) Identifying your target audience
- c) Defining your unique value proposition

5. How can you establish a strong online presence for your personal brand?

- a) Building a professional website and optimizing your social media profiles
- b) Only using social media to promote your brand
- c) Ignoring your online presence altogether

QUIZ ON PERSONAL BRAND BUILDING

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Answers:

- 1.b
- 2.b
- 3.b
- 4.c
- 5.a

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