



# **THE PERSONAL BRANDING BLUEPRINT**

## **1. What does your personal branding have to offer?**

- 1.1. Are you making their life easier or solving a problem?
- 1.2. Are you making their life more entertaining?
- 1.3. Are you helping them?
- 1.4. Are you teaching them something?
- 1.5. Why should they care?

## **2. How can you understand your target audience better psychologically?**

- 2.1. What do they want?
- 2.2. What do they need?
- 2.3. What challenges do they face?
- 2.4. What do they believe in?
- 2.5. What are their attitudes and behaviors?

## **3. Who is your target audience demographic?**

- 3.1. Age
- 3.2. Location
- 3.3. Gender
- 3.4. Lifestyle
- 3.5. Education
- 3.6. Financial situation
- 3.7. Technological use
- 3.8. Family/living situation

## **4. What can be incorporated into your personal branding?**

- 4.1. Education

- 4.2. Passions
- 4.3. Goals
- 4.4. Past successes
- 4.5. Experience
- 4.6. Personality traits
- 4.7. Values
- 4.8. Beliefs
- 4.9. Interests
- 4.10. What motivates you?
- 4.11. What do you want to achieve?

## **5. What social media are you using?**

- 5.1. Claim usernames
- 5.2. Make profiles
  - 5.2.1. Website
  - 5.2.2. Facebook
  - 5.2.3. Twitter
  - 5.2.4. Instagram
  - 5.2.5. Pinterest
  - 5.2.6. Blog
  - 5.2.7. LinkedIn
  - 5.2.8. Email
  - 5.2.9. YouTube
  - 5.2.10. Podcasts
- 5.3. Be active
- 5.4. Use the ones that your target audience does

5.5. Have contact pages

5.6. Share posts between platforms to increase traffic

5.7. Have a call to action

## **6. Building a connection with your audience**

6.1. Responding promptly and personally

6.2. Replying to comments or questions

6.3. Taking on feedback

6.4. In-person events

6.5. Live sessions online

6.6. Starting a Facebook group to interact with your audience

## **7. Ways to use your personal branding in your everyday life**

7.1. Not just about a digital footprint

7.2. Business cards

7.3. Dress well

7.4. Network

7.5. Be authentic

7.6. Sharing your story

## **8. Other things to think about when creating your personal brand**

8.1. What words do you want to come to mind when your audience thinks of your brand?

8.2. How do you want to be perceived?

8.3. Famous brands in your industry?

8.3.1. How to stand out from them?

8.4. Successful brands that you like?

8.4.1. Why do you like them?

8.4.2. How can you copy parts of their success?

8.4.3. How can you improve on them?

8.5. Successful brands that you do not like?

8.5.1. Why not?

8.5.2. How can you improve?

8.6. What kind of content will best share your message?

8.7. Will your current actions help you build your dream life and create your personal branding?

## **9. Are you checking your analytics to track your branding progress?**

9.1. Engagement levels

9.2. Compared with views

9.3. Insights into post reach

9.4. Click-through rate

9.5. Are your followers translating into success stories?

9.6. Are you reaching your target audience?

9.7. Is your posting schedule appropriate?

9.8. Search engine optimisation

9.8.1. Can you be found?

9.8.2. Keywords and phrases

9.9. Public image

## **10. Strategies to grow your brand and audience**

10.1. Original content creation

10.1.1. Images and photoshoots

10.1.2. Videos

10.1.3. Podcasts

10.1.4. Blogs

10.2. Mailing list

10.2.1. Newsletter

10.2.2. Link back to posts

10.2.3. Exclusive content

10.2.4. Previews

10.2.5. Build subscribers

10.3. Free content as a preview

10.4. Networking

10.4.1. Guest blogs

10.4.2. Features or profiles

10.4.3. Interviews

10.4.4. Conferences

10.4.5. Exposure to new audiences

10.4.6. Get discovered by other reputable brands

10.4.7. Collaborations

10.5. Offering incentives

10.6. Direct, personal communication

## **11. The three keys to success**

11.1. Audience

11.1.1. Do not try and appeal to everyone

11.1.2. Understanding your target audience

11.1.3. Knowing what they want

11.1.4. Sharing their values

11.1.5. Catering your content towards them

11.1.6. Sharing it in places where they will find it

## 11.2. Authenticity

11.2.1. Seeming “real”

11.2.2. Sharing your story

11.2.3. Being accountable

11.2.4. Make them trust you

## 11.3. Consistency

11.3.1. Posting content consistently

11.3.2. Good quality content

11.3.3. Quality is more important than quantity

11.3.4. Design consistency

11.3.4.1. Logo

11.3.4.2. Font

11.3.4.3. Headshots

11.3.4.4. Design colors

11.3.5. Audience engagement

11.3.5.1. Are they liking your posts?

11.3.5.2. Commenting?

11.3.5.3. Sharing?

11.3.5.4. Or ignoring?

11.3.6. Replying to messages or comments