

THE COMPLETE A TO Z GUIDE TO

PERSONAL BRANDING

A

AUTHENTICITY

Anything other than real you won't do. Discover exactly what makes you fascinating. Build your brands on your true strengths.

B

BLOG

An insightful website is the engine of your personal brand. your blog is its fuel. You need to start a blog, and once you do, there's no stopping.

C

CONTENT

Valuable content has magnetic power. Create an interesting mix of content to earn the mindsare. Trust your brand needs.

D

DEFINE AUDIENCE

Focus on the needs of your readers, you must define their pain points and identify how you can help. Conducting surveys will be very useful.

E

EMAIL LIST

Email is your ace, the money media, It's private, permission-based and persuasive. Commit to developing and using it.

F

FOCUS

Blurry brands languish, Define your brand with a focused niche to connect with the minds of those you aim to influence.

G

GRAPHIC DESIGN

Everything you create should be presented with class and continuity. Develop a tasty logo, color palette, and design standards that reflect well on your brand

H

HELP OTHERS

Don't wait for opportunities to come to you. Find ways to be helpful. Be the first to volunteer, connect people, or get behind any meaningful mission.

I

INFLUENCE

Influential professionals have prominent friends. Seek out leaders. Surround yourself with them. Find ways to be of value to them.

J

JOIN

Affiliations are all-important to the growth of your brand. Find groups you'd be proud to be a part of, get involved, and make your presence known.

K

KEYWORDS

When surfers go a-Googleing, which words will lead them to you? Build a short list of the most relevant keywords and use them often.

L

LinkedIn

It's today's "Who's who" of the professional world. Take LinkedIn seriously and master its every nook and cranny.

M

MEDIA

Media is more complex than ever, and more vital. Identify the outlets that are most valued in your field, and use their tools to elevate your brand.

N

NETWORK

Make connections locally, regionally, and globally. Have a business card or something of even greater value to distribute. Follow up and follow through

O

OPINE

Nix the notion of universal appeal. Take strong stands on your ideals and voice your opinions. There's no notoriety in bland land. Be bold.

P

PHOTO

Your face must appear all across the social sphere. Don't scrimp here. Hire a pro to do a photo shoot and pick the portrait that says: "I'm your friend"

Q

QUESTIONS

Ask Questions. Ask people to tell you their stories. Ask for their ideas. And then listen closely ! Everyone loves a good listener

R

RECOGNIZE

You won't achieve your goals on your own. Privately and publicly, recognize the contributions of every person who's played a part in your brand development

S

SLOGAN

Your brand should be the promise you make. Work at developing a unique selling proposition and express it in a concise, memorable slogan.

T

TEACH

Every person you admire taught you valuable lessons. Commit to nurturing the teacher within and build your brand by becoming a trusted visitor.

U

UNDERSTAND

Weak brands focus solely on intellectual arguments. Strong brands tap into emotions. The subject you need to master is psychology. Become a student of it.

V

VOICE

People remember how you made them feel. What you say is important. Develop a unique and genuine voice

W

WIN

Dale Carnegie's classic book remains unsurpassed as the manual for understanding the essence of influence. Reread and win new friends

X

examine

Your x-ray for all online efforts is analytics. Deploy Google Analytics and/or additional tools to inform you of how visitors behave on your site and what you can do to improve their experience

Y

YOU

The first rule of writing emotively is using the first person. You are "I". The reader is "you". If you want to push their buttons, write conversationally

Z

ZEAL

Zeal is "a strong feeling of interest and enthusiasm that makes one determined to do something". Without it, there's no point in building a personal brand.