

# [How to Build a Personal Brand \(Complete Guide to Personal Branding\)](#)

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## **Why every entrepreneur should build a personal brand:**

When you're building a business around your area of expertise (as an author, speaker, coach, consultant, freelancer, etc.), the concept of building a personal branding probably comes naturally to you. When you're the face of your business, building your personal brand makes perfect sense.

Your brand is what distinguishes you from your competitors, helping to form a lasting impression in the mind of your audience and customers. Without a compelling personal brand that attracts your target audience, you may find yourself struggling to build a profitable and sustainable business.

But even if you're building a company that has its own brand (a software or physical product company, for example), building a personal brand still has its benefits.

Most people are more interested in following other people than they are in following specific companies. Therefore, building an audience for your personal brand can actually help increase exposure for your company.

Elon Musk, for example, has more Twitter followers than 3 of his companies (Tesla, SpaceX, and SolarCity) combined. The same is true of Richard Branson (Virgin), Arianna Huffington (Thrive Global), Gary Vaynerchuck (VaynerMedia), and countless other highly successful entrepreneurs. They all have strong personal brands that they leverage to increase exposure and attract more customers for their companies.

You don't have to choose between building a personal brand and a company brand. You can build both simultaneously.

*"Having a personal brand is important for an entrepreneur because now more than ever, it's important for CEOs and founders of companies/brands to come out to the forefront and connect with their audiences. People connect with people."*

*— Kevin Stimpson*

## Benefits of building a personal brand:

- **Trust and authority:** Having a personal brand helps to build trust with your audience, and position you as an authority and a thought leader in your industry.
- **Get featured in media:** Having a personal brand makes it easier for you to pitch and be found by media (online publications, magazines, television, radio, podcasts, etc.). The media is in constant search of experts that can share their insights with their audience.
- **Build your network:** When you have a personal brand that clearly articulates who you are, what you do, and how you help others, it makes it easier for other people and entrepreneurs to see value in connecting with you. You can leverage your personal brand to build your network, both online and offline, quickly and effectively.
- **Attract more clients:** Building a personal brand that positions you as the go-to expert in a specific industry or niche helps you to attract more of your ideal clients. When you're positioned as an expert, it's also easier for people to refer clients to you.
- **Premium pricing:** Having a strong personal brand helps justify charging premium prices for your products and services. Without a brand, you become a commodity that competes on price. And there will always be competitors that can beat your price.
- **Create a lasting platform:** Over time, your business will evolve. You may even start multiple businesses in different industries over the course of your career. Your personal brand stays with you as you move from one venture to the next.

*"With SO MUCH content and SO MANY small businesses popping up online, a brand that connects to a person's face is much easier to trust faster. It takes less time and effort to build a relationship with a personal brand as compared to a business brand."*

*– Pia Silva*

## **1. Build your foundation**

The first step to crafting your personal brand is to lay a foundation that you can confidently and authentically build upon. The key principle here is authenticity.

There is a misconception that building a personal brand means crafting a persona. But a persona, by definition, is a facade. It's not a true reflection of who you are, and therefore, it's inauthentic.

Your personal brand should not be an inauthentic persona. Branding is not about positioning yourself as something that you are not. It's about purposefully and strategically showcasing your authentic self to your audience and your customers. Your personal brand should be a true reflection of your skills, passions, values, and beliefs.

To build a strong brand foundation, start by taking inventory of the branding assets that you already possess. The intersection of these assets is where you should build your personal brand.

- Your skills & credentials: What skills have you acquired throughout your life? What training, credentials, certifications, or awards have you received?
- Your passions & interests: What industries and topics are you most interested in? What are you passionate about?
- Core values & beliefs: What are some of your most important core values? What do you believe in? What do you stand for? What do you stand against?

### **Key elements of your personal branding foundation:**

Once you've identified your existing brand assets, the next step is to start piecing together the key elements of your personal brand. These will help guide your decisions as you build your personal brand:

Your brand vision: What do you want to be known for? If you became known as the world's go-to expert on XYZ topic, what would that be?

Your brand mission: Why do you want to build a personal brand? What is your purpose? Who do you want to influence? What do you want to accomplish?

Your brand message: What is the key message you want to communicate? What message do you want to consistently reinforce in your content and in your marketing? If you could only give one piece of advice to your audience, what would it be?

Your brand personality: What are some of your personal characteristics and traits that you can weave into your brand? Do you want to be perceived as very polished and professional, or perhaps more quirky and adventurous?

## **2. Choose your target audience**

One of the biggest mistakes you can make as you build a personal brand is trying to appeal to everyone. In reality, not everyone is your ideal client.

In order to attract your perfect clients, you must be willing to repel those who you do not want to work with. This means identifying a specific target audience and building a brand that is attractive to them.

It may seem counterintuitive, but if you try to be liked by everyone, you will attract no one. You must be polarizing in order to stand out. Not everyone that is exposed to you or sees your message will like you or resonate with you, and that is perfectly fine. You don't need to reach everyone to build a successful business. You just need to reach your perfect clients.

A valuable exercise that we recommend doing is creating your perfect client profile (sometimes called a client avatar). The more you understand about your perfect client, including their desires and challenges, the more prepared you will be to create products and services that they truly want and need.

Here are some questions to help you develop your perfect client profile:

- Demographics: what is their age, gender, education, relationship status, income, profession, etc.?
- Desires and aspirations: what is their desired future? What are their dreams, goals, and aspirations?
- Pain points and challenges: what are they struggling with? What is preventing them from achieving their goals?

### **3. Create an irresistible offer**

In order to build a profitable personal brand, you need to have something to sell to your target audience. You need an irresistible offer that helps your audience solve a specific problem or achieve a specific result.

A lot of entrepreneurs make the mistake of creating a product or service that they want, only to discover that no one else wants it or is willing to pay for it.

This is why identifying your perfect client before you create a product or service is so important. When you know exactly who you want to help, you can create an offer that is the perfect solution for them.

How to create an offer your clients will love:

The first step to creating an irresistible offer is to position yourself as a specialist and not a generalist. Promise your clients a very specific outcome, and design a specialized offer to help them achieve that outcome. A generic offer with a vague promise is definitely not irresistible.

Next, find the overlap between what you love, what you do best and what your ideal clients want most. Then create an offer that sits at the intersection of these criteria. We call this the Irresistible Offer Formula.

#### **Irresistible Offer Formula:**

What you love to do + What you do best + What your audience wants most = Irresistible offer

Once you have an irresistible offer, you need to be able to articulate it clearly to your audience. Here are two questions that you need to be able to answer clearly and succinctly:

- What do you do? Your answer to this question is your value proposition. What is the value that you provide to your clients in exchange for charging them?
- How do you do it? Give your process, product, or service a unique name. When you give it a unique name, it immediately stands out from any competing offers that promise the same result.