

5 STEPS TO BUILDING A

**STRONG PERSONAL
BRAND**

IN 2021



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The critical power of branding as a marketing practice has been proven to create a sense of true representation among businesses amidst the ever-changing trends of the industry. It takes its perceivable form through a symbol, name, design, emotion, tone, reputation, and much more!

On a business level, branding stands common, but it is now becoming just as essentially profitable on a personal ground. A company can operate under the management of a business that also operates with other businesses. However, the people who are working with other people make up a valuable business relationship.

Thus, your personal brand is an authentic deep-seated set of actions and values that represent the sum total of what you can do, how you can do it, and the reasons why you would do it. It is the holistic image that you put forward among your target audience, both offline and online.

**YOUR
PERSONAL
BRAND IS A
VIRTUAL
SALESPERSON
ON STEROIDS.**



PERSONAL BRAND

EQUATES TO

PROFESSIONAL

OPPORTUNITIES

Whether you like it or not, the business and its people create a personal brand. Every blog post published on your website, every email marketing sent to your prospective client, every social media interaction you make, each ingredient to your offered product or element to the service you give, they are all part of your personal branding.

Every businessman, coach, entrepreneur, freelancer, and consultant should have a personal brand. Here's the reality of the entrepreneurial landscape and job market of 2021 regardless of your capital, revenue, and company size.

When you build a recognizable image through personal branding, it creates professional opportunities among the people who work for a business. This can lead to a better job role, more client contacts for the company, fresher industry recognition, and dynamic business processes.

So why should you build a strong personal brand in 2021?

**YOUR PERSONAL
BRAND IS YOUR
ONLINE REPUTATION.
IT'S WHAT PEOPLE
THINK AND SAY
ABOUT YOU WHEN
YOU'RE NOT AROUND.**



Capitalizing Against the Market Competition

A unique brand story, expertise, skillset, and values create your competitive advantage that builds strong personal branding. If you can bring to the table what your competitors can't, they will not have what you can offer.

Highlighting your unique brand opens more profitable methods to capitalize on your assets and strengths. It can distinguish your company's set of goals and actions against your competitors by making your market offerings exclusive to the needs and wants of your target audience.

Create Premium Offerings and Pricing

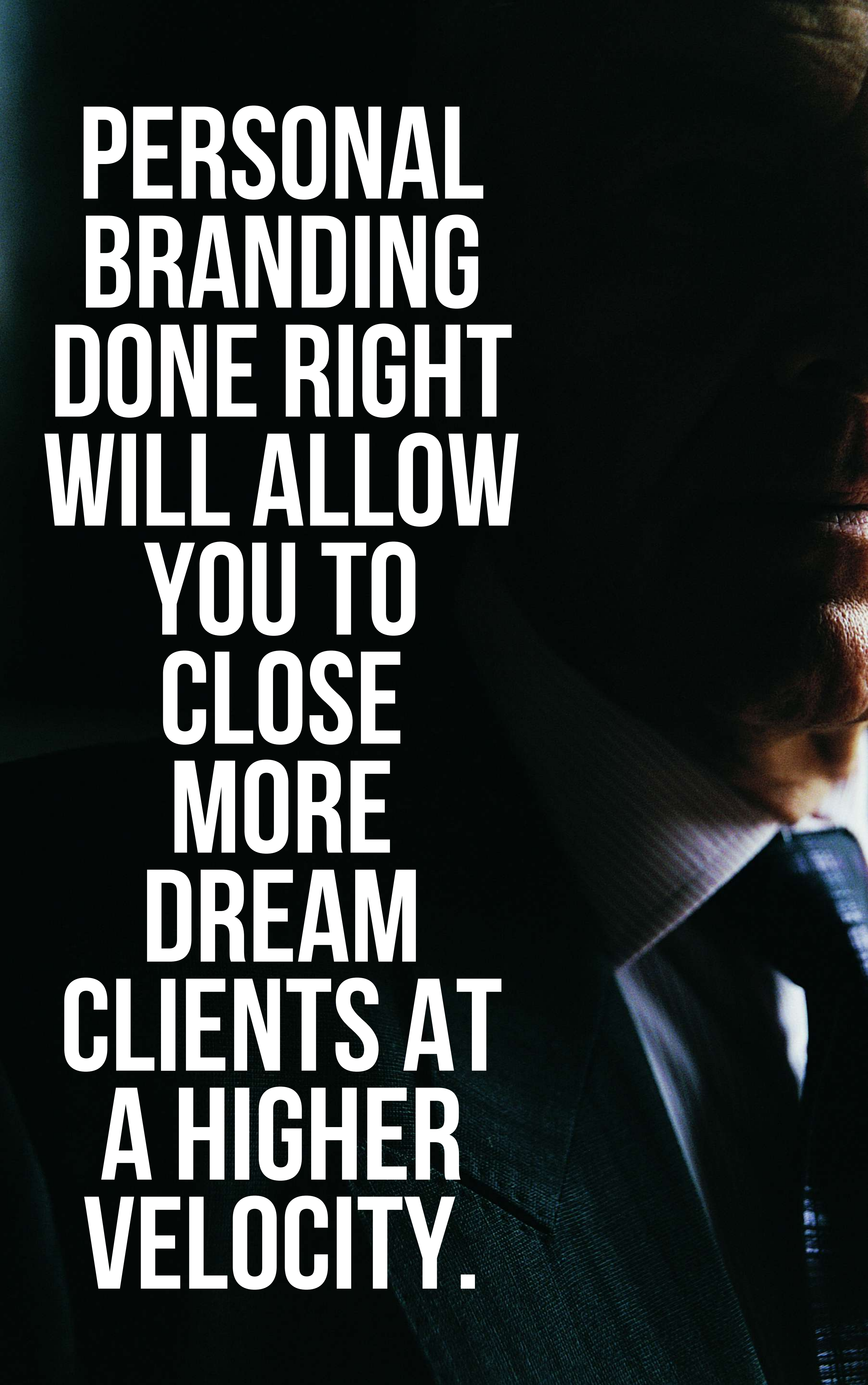
If you work relentlessly to develop a strong brand, you can justify the unique value of what you put on the table that no one else can give. You can create premium offers in the market and lead the trend for innovation which makes you a pioneer in the field later on.

Once a product or a service becomes effectively exclusive to your personal branding, your consumers can't find it on another person, store, or business firm.

Thus, you can take this opportunity to charge a premium price for what they can get in purchasing it through you.

More people will desire for your products and services when you have a stronger brand standing in the market competition. It will create higher demand and can become a status symbol that largely says everything about who your brand.

**PERSONAL
BRANDING
DONE RIGHT
WILL ALLOW
YOU TO
CLOSE
MORE
DREAM
CLIENTS AT
A HIGHER
VELOCITY.**



Dynamic Presentation of Unique Expertise

If you are searching for a better job or a higher position in a company, you want your future boss to associate the personal branding that you create on what is needed on the workforce or the team. Once you pitch a sales growth for the next fiscal period, you will need to link the sense of trust and long-term satisfaction & success with your potential clients.

Successful personal branding is about how emotions are conveyed into each individual, not the products. It is about honing a strong emotional connection between the customer and the brand tantamount to a dynamic presentation of unique expertise among the audience.

Demonstrate and Share Valuable Content

Through personal branding, you are presenting yourself to the masses methodically. This involves the significant quantity of valuable content you demonstrate and share with the world.

Hence, the more valuable content that you present is paralleled to your expertise in the niche. By doing this successfully, you can build trust with your target market as a leader and a thought expert in your arena.

This proves what value and benefits you offer as the go-to resource person in your respective industry. You can demonstrate and share through social media and video-sharing platforms so that more audience will come to trust you for your creative solutions for their real-life problems.



**YOUR ONLINE
PERSONAL
BRAND IS
YOUR
GATEWAY TO
YOUR TRUE
NET WORTH
AND AN
UNLIMITED
INCOME.**

Attraction and Empowerment

If you will be known as an industry expert through your strong personal branding, your ideal audience can be drawn towards you. The ideal audiences that will be attracted to you are the ones who need your dynamic solutions through the products and services that you offer.

You can get more referrals and contacts from other businesses and industries that directly mean the empowerment of each people working for your personal brand. Many call this as the 'Tony Robbins' effect where the author is the best example of how effective personal branding can make big audiences flock together to fulfill a common goal which is self-development through reading his inspirational writings.

Visibility of Your Active Brand Narrative

The best part of a strong personal branding in 2021 is how it ensures that you are actively shaping your brand narrative. This is proven as to how you can determine what each individual consumers think, perceive, and understanding about you, instead of letting them create opinions through their personal judgment on what you do.

Each engagement that you initiate through social media posts, blog articles, and emails you send shaped your brand narrative. When you successfully control the story that talks about your personal brand, the higher profile visibility you get.

This happens progressively especially on how you can attract more fans, friends, and followers on your social media profiles. Once they believe and ascend to your personal branding, they will share your valuable content with their respective tribes.

Thus, it is a powerful cycle that leads to more features posts in the online world as your fan base grows big. Remember that each media outlet available are in constant search for experts on their industry where you can get media requests to create a greater reach platform.

**YOUR PERSONAL
BRAND IS WHAT
SEPARATES YOU
FROM YOUR
COMPETITORS.**



Connect and Influence

It is easier to connect with another person through digital communication channels than with a company or a business. This is why company owners who are celebrities or social media influencers at the same time have more Facebook, Instagram, and Twitter followers than those who are not. The same is true with their company's social media profiles.

More individuals will have the desire to connect towards you when you work with a strong personal brand, both online and in-person. People can easily relate to you if you have the same personality, values, convictions, and mutual insights. This builds your business as it creates a bridge to your potential clients and customers.

Digitally speaking, you can be tagged as an 'influencer' when your personal brand is known to the social media and online world. You are helping your fans and followers to significantly shape their behavior as well as their buying habits, rather than them deciding it all by themselves.

Bigger brands wanted to work with social media influencers in the past who have at least 10,000 to 50,000 followers. This becomes a mutual success as it brings more revenue to your personal brand and the company that hires you. You may also receive freebies plus media outlet requests for you to speak at to better connect and influence your personal brand.

A man with a beard and slicked-back hair, wearing a dark suit and tie, is seated at a wooden table. He is looking towards the camera with a slight smile. On the table in front of him is a tall, slender glass filled with a golden beer topped with a thick head of foam. To his left, a tablet device is visible, showing a reflection of his face. The background is a warm, wood-paneled wall with a soft, yellow light source creating a glow. The overall atmosphere is professional and sophisticated.

**PERSONAL
BRANDING
BUILDS
TRUST AND
MAGNIFIES
YOUR
ABILITY TO
POSITIVELY
IMPACT
OTHERS.**

CUSTOMIZING YOUR PERSONAL BRAND: STEPS TO BUILD YOURS THIS 2021

There is no time to waste if you want to build your personal brand. Here's a quick guide that you can use to build a strong personal brand in 2021.

STEP 1:

Determine Your Brand Identity & Goals

Your very first step to creating a personal brand is determining your identity and goals. When you start building your brand, you are sharing an authentic part of yourself to the world across the communication channels.

Brand identity is usually built on your expertise, skillset, values, passion, and beliefs.

Effectively connecting and influencing your target audience entails asking yourself the following questions:

- What are the unique skills that I can offer to my audience?
- What are the fundamental values that I need to have?
- What things am I most passionate about?
- What are my unique experiences that shaped who I am today?
- How can I effectively help my main audience?
- What solutions can I offer to my audiences that no one else can?

Your responses to the abovementioned questions shape your personal brand. If you answer them more profoundly and genuinely, you can create a stronger personal branding as you are making a difference and value among your target audiences.

Now, you need to ponder on the things that you need to accomplish when you create a personal brand. Here are some questions that can build your goals:

- What can I accomplish personally and professionally? What are the fundamental values that I need to have?
- What things do I want to do that I'd want to be known for?
- What topics am I comfortable discussing that I'd want to be an expert?
- What messages do I want to convey to my audience?
- What advice on life, career, and relationships do I want to convey to my audience?



**BE YOURSELF.
THAT'S WHAT
MAKES YOU
UNIQUE IN THE
MARKETPLACE.**

STEP 2:

Identify Your Market Audience and Unique Value Proposition (USP)

Effectively serving every age, gender orientation, culture, and community is impossible. There is a central demographic of individuals who will find you close to their hearts and resonate with your brand and what you have to offer.

Your target audience is the people whom you will serve effectively which will turn as your ideal client once your branding process becomes successful. There are the questions that you need to answer to identify your core audience:

- Who should I help through my personal branding efforts?
- Who can take advantage of the help that I can offer from my knowledge and skillset?
- Who can I serve passionately and dedicate my time with?
- Who can resonate with my messages through my personal brand?

A man with a beard and mustache, wearing a blue pinstriped suit jacket over a white shirt, is sitting on a dark leather chair. He is holding a glass of whiskey in his hands. The background is dark and moody. The text is overlaid at the bottom of the image.

**SUCCESS IS MY
ONLY OPTION.
FAILURE'S NOT.**

You can create a persona once you have determined the target audience to further the needs and challenges of your ideal client. These are some of the information that needs to include:

DEMOGRAPHICS

This includes but is not limited to their age, gender, civil status, educational attainment, current jobs/careers, and income.

ASPIRATIONS

This refers to the dreams and hopes on how their future might look like as well as their life, career, and relationship goals.

CHALLENGES

You must identify the obstacles they are currently facing in their life, career, and relationship as well as the reasons why they were not able to reach the goals that they have set in the past.

The questions that you have answered can initially describe what your personal brand will look like among your audience. However, your answers must be condensed in one statement to help your audience realize your personal branding.

This is known as 'Unique Service Proposition' or USP which is defined as a singular compelling statement that represents what, how, and why would you pursue your personal branding. It gives a higher degree of clarity on what your brand tells holistically.

The formula for your USP goes like this:

TARGET CLIENT

+

BRAND GOAL

= OUTCOME

For example, your USP should look something like this: “I will help entrepreneurs (target clients) to leverage their businesses up to six figures annually (brand goal) so they can live with financial freedom and security in the next 10 to 20 years (outcome).”

Hence, your USP doesn't necessarily mean that it will tell everything about your personal brand. However, it should go straight to the heart of your audience while giving it a catchy name or phrase that will stick in a person's mind.

On our example above, you can tag your USP as “Scale Up, Move Forward, and Let Your Business Live Securely” or “Scale Your Business and Live Freely”. It just needs to be memorable and short while describing aptly on what you do for your brand.

A man in light-colored shorts stands on the deck of a white sailboat, holding a dark bag over the ocean. The boat is moving, creating a white wake in the blue water. The sky is clear and blue. The text "RESPECT YOURSELF AND OTHERS WILL TOO." is overlaid in large, bold, black letters across the center of the image.

**RESPECT
YOURSELF AND
OTHERS WILL TOO.**

STEP 3:

Develop Your Content Strategy

Fashioning a strategic content is one of the effective methods to ensure that your personal branding is stronger against your competition. Content is any article, blog, social media posts, audiovisuals, email, podcasts, or infographic that is served and shared among your audience to establish your brand.

When it comes to strategizing your content for your communication channels, the 'Pillar Method' by Gary Vaynerchuk is best recommended. Here's how it goes:

CUT LONGER PIECES OF CONTENT ON SET INTERVALS

When we say 'longer pieces' of content, this can take the form of a 3000-word blog article, demo video, or an eBook. Set intervals mean how often you are publishing the content on a given timeframe such as daily, weekly, monthly, etc. They need to be created longer so it can be repurposed or chunked in multiple ways to reinforce your brand informatively.

You can create content that speaks of your brand's primary goal and writes another one to convince them to reach for their life and career goals. Each pillar content must be tied to your brand smoothly that doesn't compromise its quality.

CUT YOUR PILLAR CONTENT INTO SHAREABLE OR SMALLER PIECES OF CONTENT

If you have a 15-minute tutorial video, you can find two to three key points from it and extract it into smaller 50-second clips. Blogs with more 3000 words or more can be excerpted into 60 to 100 words posts as long as they can stand individually.

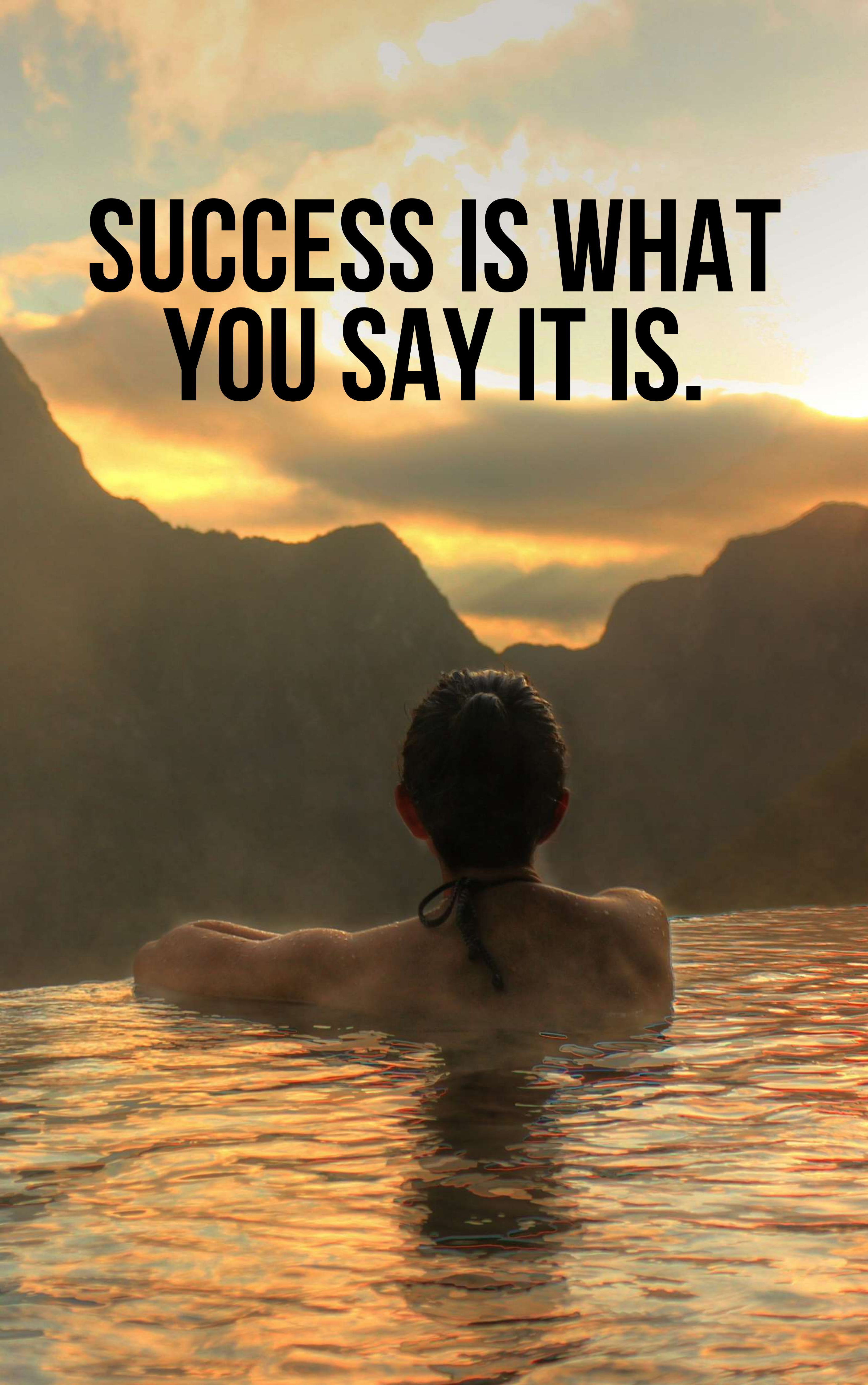
SHARE BITE-SIZED CONTENT ACROSS YOUR COMMUNICATION CHANNELS

Once you have extracted clips and excerpted your blog posts from your Pillar Content, you can post this across your social media channels such as Facebook, Twitter, Instagram, LinkedIn or even create email marketing materials out of it.

REPEAT THE PROCESS

Your consistency in using your communication channels creates visibility and traffic for your brand. The brand message that you convey steadily builds mutual trust with your target audience.

**SUCCESS IS WHAT
YOU SAY IT IS.**



STEP 4:

Showcase Your Brand & Optimize Your Website

Your online presence is the most concrete proof of your connection and influence among your target audience. Your website is the 'home base' and the go-to place for people to know your brand identity and goals.

Take note that your website functions as the primary way to turn your visitors into clients paying for the products and services that you showcase.

However, your website must be optimized thoroughly as creating a good impression to your first-time website visitors matters the most after strategizing the content.

Once they visit your website they must determine how you will be able to help them with the challenges that they face in their life, career, or relationship. They'll leave if you can't showcase your creative solutions effectively.

So how can you optimize your website to represent your strong personal brand?

PROFESSIONALLY DESIGNED LOGO

Your logo shows your professionalism and indicates the level of your seriousness and treat what you can do for them as a brand.

INTEGRATE YOUR USP

As soon as your website visitors start scrolling down your website, they must clearly see and understand your Unique Service Proposition (USP). This will make them visit your website again and again so they can better understand the creative solutions that you have in store. It must appear on your site headline at the top center of the webpage just like in a newspaper.

UTILIZE PROFESSIONAL PHOTOS

Using a low-quality type of photos immediately reflects your poor branding. Hiring a professionally-trained and skilled photographer gives you high-quality photographs that you can upload on your webpage.

TESTIMONIALS

You can put some testimonials of the previous individuals or businesses that you have worked with as a sign that you can be effective in offering them solutions through your personal branding. Showcase your credentials from the past interviews and comments from your partner media outlets.

CREATE YOUR CALL TO ACTION STATEMENTS

If you want to generate leads and immediately get paying clients, placing an effective call-to-action statement is the best way to do it. Ask them to join your subscription list, sign up for freebies, watch your quick free demo videos, or even a free consultation.

TELL YOUR NARRATIVE

If you want to generate leads and immediately get paying clients, placing an effective call-to-action statement is the best way to do it. Ask them to join your subscription list, sign up for freebies, watch your quick free demo videos, or even a free consultation.

SERVICES PAGE

You must have a separate tab or section for the services that you offer.

This should contain the offers or packages that you can give for your product or service as well as your rate.

GIVE FREEBIES

Giving away some resources to your prospective clients without extra charge can build your brand. These resources can be in the form of a free downloadable eBook, exclusive coaching videos, or software copies of pamphlets indicating the product or services that you offer.

CONTACTS PAGE

Indicate both your personal and business email address if you want your website visitors to get in touch with you. If you have any mobile or landline numbers that they can use to call you, you can indicate the best hours that you will be available to speak to them.

**SUCCESS IS WHERE
TALENT AND
HARDWORK
COLLIDE.**



STEP 5:

Add Value to Your Brand's Community

Building a strong personal brand means that you are constantly giving value to your target audience without asking. People should take away the value that you offer to the first through dynamic interaction.

This can be done by consistently releasing fresh content on your webpages and communication channels. Through this, they will feel valued as part of the community that your brand has created for them to become active clients rather than passive buyers of your product or service-takers.

The community that is built from your brand's identity and goals can be the commonplace where your clients can be members that help each other. You are involving people to help in promoting your personal brand just like a tribe that shares the same things that you are passionate about.

CREATE FACEBOOK GROUPS

If you can reach a certain number of followers for your brand, you can start a private group chat for your members where they can interact freely with you and with other members. You can even create a Facebook page if the community grows bigger later on.

INITIATE LIVE EVENTS

You can try to set up a live meeting on Skype, Zoom, or Google Hangouts so you can speak to your members collectively. Once you host some live events in your social media profiles and it grows larger, you can start setting up private conferences for workshops, meet-ups in coffee shops, or restaurant dinners to build a more profound relationship with your brand community.

MEMBERSHIP SITE

You can create a site where you can give your followers access to the exclusive content or offers that you would like them to get. Regardless if it's paid or free, you can also hold webinars and active forums to deepen your interaction with them.

**DREAM BIG,
LIVE BIG.**



You will get your personal branding whether you like it or not. Every interaction and engagement can add or take away the value of your brand.

Thus, you need to be absolutely intentional in building it since it may not be difficult after all!

We have covered the benefits of creating a strong personal brand as it opens professional opportunities for you as well as the steps on how you can customize it. Don't wait for any longer in honing your products or services as your audience needs you.

Build your brand today and start serving them with your fresh & creative solutions. The more passionate you are in doing this, the more raving followers will be attracted to you what you can do for them.

THE BEST TIME TO BUILD YOUR PERSONAL BRAND IS TODAY!

If you're serious about building a 6 to 7 Figure Personal Brand then book a Zoom Meeting with Cam Roberts to see if you qualify for a Personal Brand Makeover.

Book your spot at:
<https://camroberts.com.au/chat/>