

What is Personal Branding

Building your authentic personal brand

- 1 Define your unique selling proposition and what differentiates you professionally.
- 2 Craft an authentic brand narrative that tells your unique story clearly.
- 3 Create consistent visual identity using logos, colors, and messaging tone.
- 4 Set up Jasper.ai or similar tool to generate high-quality content efficiently.
- 5 Use Canva Pro to design visually appealing graphics for social media.
- 6 Monitor online mentions with Brand24 to respond quickly to feedback.
- 7 Upgrade to LinkedIn Premium for advanced analytics and networking insights.
- 8 Schedule weekly content creation sessions to maintain consistent brand presence.
- 9 Track engagement rates, follower growth, and website traffic metrics regularly.
- 10 Engage authentically on social platforms, webinars, and podcasts consistently.
- 11 Audit your brand voice monthly to ensure it stays authentic.
- 12 Combine AI-generated insights with your intuition for strategic brand decisions.