

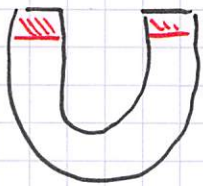
# Personal Brand

popular  $\neq$  brand

Strategy to be known by design  $\Rightarrow$  no accident



Story and values  
make you a brand



Why attracted by some people?  
like H. Luther King, Marie Theresia...

$\Rightarrow$  Personal VALUES

what you do  
not what you say

Who are you = your actions

People who share those values

)))  
Attracted!

# Find your values!

How personal brand give to others  
their values?

=> Posts (tweets ...)

=> Blog posts

↳ consistent about your  
values



ex: lot of blog post about education...


Communication should reflect the  
personal values

↳ Photos

↳ catch phrase

ooo

Verify  that your core values  
are your communication  
 consistently

Needs to post  
A Post → Every day 



First things a client will ask?

- Who are you?

↳ trusted?

↳ can you solve client's problems?

Values

- Why are you here?

↳ What's your story



What is a compelling story?

① Main character(s)  
↳ human or object

② Setting or situation

③ Struggle

↳ make it a compelling story!

Connect with your audience via their problems!

④ Action

⑤ Results / resolution

Where to tell the story?

↳ about page

↳ interviews...

## 3 sorts of problems

- people
- products
- problem

① Identify one of your problem

② Take actions  
depends of your core value

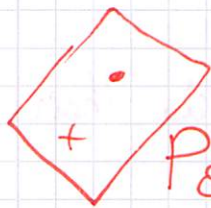
③ Result of action  
even if it is not positive

⚠ When creating story, writing is the best way to show the flows of it.

## How to stand out the crowd



World full of



## Positioning

↳ in the mind of your ~~core~~ consumers

~~~~~> marketing <sup>Mr. Yoon!</sup>

↳ own your spot

1. Distinct
2. Beneficial
3. Credible → Story makes you credible
4. Focused (specialisation)



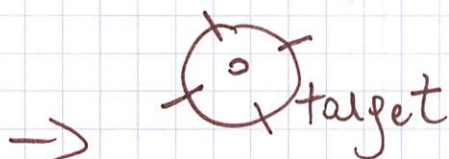
values  
↓  
story  
↓  
position

AM I THE ONLY ONE?  
↳ positioning

Personality is essential } we expect a brand to  
↳ trust ⊕ credibility } have the attitude  
of the brand

key → authenticity  
Obvious

Identity  
How customer will find me?  
↳ color, shape, logo, music...



1. Ideal customer
2. What his biggest problem / frustration?
3. Core values describe the brand?
4. What they think → positioning
5. What they feel (color, shape...)

Personality  
Brand

6. How are you perceived? What your personality?
7. Graphical style? coherence
8. Packaging
9. Colors
10. Logo or name?

Pinterest → gather what you like on one page!

Communicate to your target ~~target~~  
Giving consistently good informa o

1. Review your values daily
2. Post very regularly
3. Social Media → consistent
4. Brand positioning
5. Touch point → where you have contact with your audience

Actions:

1. Youtube videos
  - ↳ Present who I am
2. About page
  - ↳ Too boring! → brand story
3. Share your stories with Blog / journalist
  - ↳ Make their work easier



Timing when send emails! Look when reporter  
send often a problem which touch my business

4- Offer testimonial

Good stuff you like to put your name in  
front.

Handwritten text in pink ink, possibly a date or signature.