

# Personal Brand Guide

<https://ianteda.com/management/personal-branding-defence.html>

The key to effective thinking is asking the right questions. Below is a list of questions to help develop your personal brand (or any brand). I used the questions below to develop my landing page and content for my blog.

## Your Story

Your story is the proof, the walk behind your talk. It demonstrates who you are and what you believe in.

### **Q: WHAT ASPECTS OF YOUR LIFE HAVE BEEN REWARDING OR YOU ARE PROUD OF?**

Aspects and events that have shaped your life.

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### **Q: WHAT ARE YOU PASSIONATE ABOUT? WHAT MAKES YOU ANGRY? WHAT DO YOU CARE ABOUT?**

The answer to the question why. Why do you do what you do.

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**Q: WHAT ARE YOU GOOD AT? WHAT ARE YOUR SUPER POWERS? WHAT SKILLS HAVE YOU SPENT TIME DEVELOPING?**

Our skills make us who we are. What jobs we pursue. What we care about.

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**Q: WHAT TAGLINE SUMMARIES YOUR STORY?**

The elevator pitch. The one thing you want people to remember about you.

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# Your Values

People buy the brand not the product. In the same way people will buy into you, not what you say.

**Q: WHAT VALUES DO YOU LIVE BY? WHAT PRIORITY DO YOU PUT ON THOSE VALUES?**

How you see the world. The framework that drives your decisions.

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**Q: THINK OF YOUR VALUES AS YOUR CHARACTER.**

The best incite into your character is what you do when nobody's looking.

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**Q: WHAT ARE YOUR IDEAL CHARACTER TRAITS?**

What do you want people to say about you at your funeral.

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**Q: WHAT THREE PEOPLE DO YOU ADMIRE AND TAKE A DEEPER LOOK AT THEIR LIVES?**  
How do you measure success?

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**Q: WHAT TAGLINE SUMMARIES YOUR STORY?**  
The elevator pitch. The one thing you want people to remember about you.

Type to enter text

## Your Credibility

Building credibility is about continuing your story, sharing your thoughts and putting yourself out there. It builds your personal trust, authenticity and authority.

**Q: WHAT CONTENT CAN YOU CREATE? HINT: TAKE A LOOK AT YOUR VALUES.**

Brain storm how you can build your authority within your niche.

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**Q: HOW CAN YOU ADD VALUE THROUGH YOUR CONTENT?**

People are looking for value. They want value for there time, why should they consume your content.

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## What Now

The answers to the above questions will help you process your personal image. Not the one you want to project, but who you really are. Use it to develop your landing page and brand image.