# PERSONAL BRANDING

The Ultimate Guide (2019)



#### THE STARTING IDEA

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It's no secret that Personal Branding is the key to success in today's world of heavy competition.

It has the power to shift you from a red ocean full of competition to a blue ocean full of endless opportunities.

In 2019, people are making their buying and hiring decisions based on the brand of a person behind a product or service. They want to see if the person backing the product has a reliable personal brand which has authority in the industry.

Bottom line - It doesn't matter if you are an entrepreneur, executive or a freelancer. You need to have a great personal brand if you plan to get ahead in life.

And in this guide, I will show you everything you need to build an awesome personal brand.

Let's dive right in.

# 01

# What is Personal Branding?



Personal Branding is a marketing strategy to make your skills stand out from other professionals in your industry.

It is a system which differentiates you from the crowd and positions your work skills as superior to others.

The keyword here is standing out. When you stand out in your industry, people take note of you. They see you as a thought leader.

You create a position where you can get more work and charge higher prices. Also, your network starts becoming richer.

#### So how do you stand out in your industry?

You do so by having a deep understanding of your target audience's needs and then solving those needs exceptionally well and in a medium they understand best.

When you highlight their pain points in their own language and then deliver them an exceptional solution, you stand out.

You become insanely more favorable than someone who is not establishing this empathy.

Your target market feels – "Hey! This guy really gets me".

From there on, they look at you as a solution to their problems.

Of course, there are many strategies and tools (which we will cover later in this guide) which greatly amplify your personal brand. But at its core, it's all about understanding your audience and addressing their needs in a way no one else can.

# 02

# Why is Personal Branding Important?



Personal branding has always been important. But in the age of short attention span coupled with the biggest opportunity since the dot-com boom, it is one of the most important disciplines to master for any entrepreneur or executive.

Here are some of the biggest benefits of building your personal brand in 2019:

#### 1. Money

When you build your Personal Brand, your voice becomes synonymous to the voice of your industry. You become the symbol of trust, authority, authenticity, and quality in your industry. This can lead to high paying work opportunities and higher prices for your product.

#### 2. Recognition

It gives you an instant recognition tool which opens a lot of closed doors and opportunities. This, in turn, gives you an instant headstart over the competition.

#### 3. Networking opportunities

You get to network with A-list influencers and CEOs of top companies. This allows you to make a quantum jump in your career.

You are in a position to form relationships with these influential people and exponentially grow your business in a very short time.

#### 4. Position

You achieve a position of power as a thought leader in your industry. Your words carry more weight. This aspect is more vanity based but great towards reaching your self-actualization goals. After all, who doesn't want to be famous and get respect from their peers?

#### 5. A career full of perks

You get to speak and get invited to conferences and summits in your industry. This comes with perks like higher pay, less strenuous work, more visibility and traveling to amazing places.

#### 6. Higher productivity

You become more productive and responsible. When you see the results of your hard work with people starting to notice you, quote you, and refer to you, you feel a sense of pride and power. These results make you more attracted to your work and hence make you more productive.

- 7. You become more confident and it adds a positive touch to your personality. When your words and actions matter, you shed doubts about yourself very fast. You tend to become more confident and vocal. Overall you move towards becoming a wholesome personality.
- 8. Getting your dream job becomes much easier with you being a known name in the game.

# Benefits of PERSONAL BRANDING



1



High paying work opportunities and higher prices for your products. 2



Instant recognition tool to open previously closed doors.

3



Chance to network with A-list influencers and top CEOs, to rapidly advance your career. 4



Realization of self-actualization goals by having your name recognized by the entire industry.

5



Opportunity to get speaking engagements at the conferences and summits. 6



Increased productivity at work due to the apparent impact it has on the industry.

7



Additional positive impact on your overall personality. 8



Getting your dream job becomes more easier.

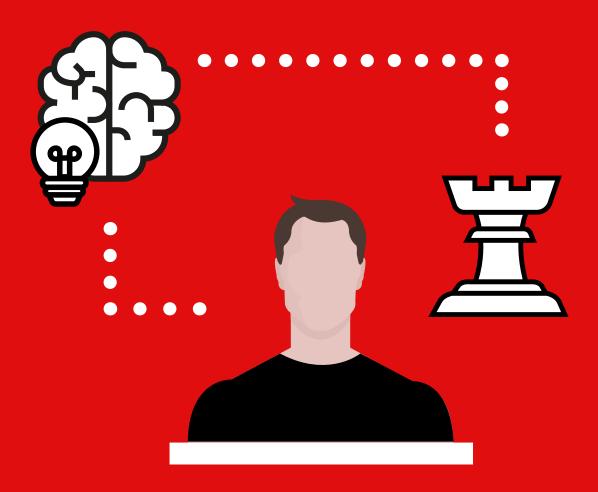
Created by

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# 03

# Applying Personal Branding Strategies to Rapidly Grow Your Personal Brand



This section on Personal Branding Strategy will give you a step by step process on how to grow your personal brand and make it remarkable both Online and Offline.

Use these 38 actionable strategies, tips, and growth hacks to build rapid influence in your industry in 2019.

The section is divided into 3 parts:

- 01. Online Personal Branding Strategy
- 02. Offline Personal Branding Strategy
- 03. Personal Branding Growth Hacks and Tips

#### **01. Online Personal Branding Strategy**

We are living in the golden age of internet. Building a personal brand has never been as easy as it is now. Yet so few people are taking advantage of this brilliant opportunity which marketers of the past would have killed to get a shot at.

Let's not let this opportunity slip away. Here are 31 step by step online personal branding strategies which leverage the internet to make you stand out from the crowd.

#### 1. Define your target audience

First and foremost, have a clear idea about who your target audience is. What do they want in life? What are their biggest aspirations? What are their biggest fears? What are their main problems and roadblocks in overcoming those fears? Where do they hang out the most?

Conduct a thorough research on all these questions and then base your message on how best you can meet their needs and expectations.

#### 2. Identify and narrow down your niche.

#### a. Identify your niche

It's nice if you are a Jack of all trades, but when branding, the key is to focus on one special superpower of yours.

Think of what you are most passionate about and what comes naturally to you. Once you identify that superpower, make it your niche.

For example, If you have a lot of passions but overall you are most passionate about improving lifestyle, select lifestyle design as your niche.

#### b. Narrow down your niche

Next, you should narrow down your niche to address a specific demography.

For example, after you select lifestyle design as your initial niche, you can narrow it down to address a specific community and make your brand message custom tailored for them. So instead of lifestyle design, it can now become lifestyle design for entrepreneurs or lifestyle design for single dads.

This way your message comes across as tailor-made for a particular set of demography and hence more appealing to them.

**Pro tip** — If you have more special qualities, you can connect them under the umbrella of your main superpower.

For example, if apart from lifestyle design, you are also good in personal finance, then after creating a string of lifestyle design related content, you can connect your insights and tips on personal finance as an actionable strategy to achieve a perfect lifestyle.

#### 3. Stand for something

The key to building a brand is to stand for something. Create a movement by representing something which is unique to your personality and instantly identifiable to you. Remember to always be original even if at times your opinion does not have the popular vote. Have a set of values and own them by structuring your personal brand around it.

**Pro tip** – Help people self-identify with your movement by giving them a title by which they can identify themselves and other members of the community with.

A great example of this is Russell Brunson and his Funnel Hacker Movement. Russell Brunson is the Founder of ClickFunnels, a sales funnel software company. He created a movement around his brand by addressing his community members as Funnel Hackers.

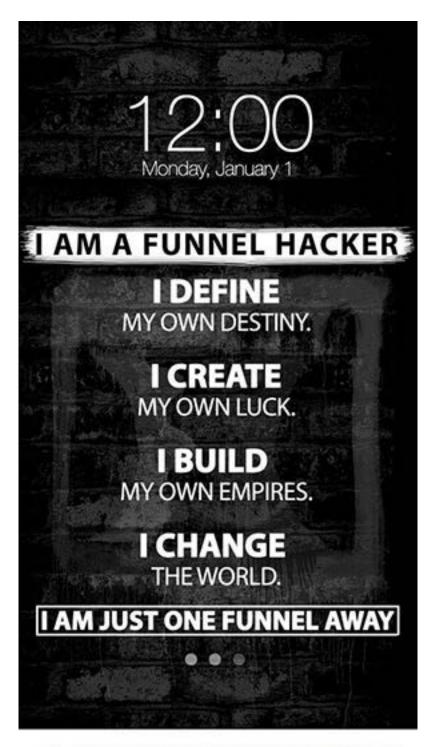
This gave the members something to identify with and added a sense of purpose to what they were doing. It made them loyal to the brand as they felt part of a community of entrepreneurs with similar values, ethos, and goals.

#### 4. Create a Mini-Manifesto around your brand

Establish a culture around your brand by creating a mini-manifesto. This manifesto will list down all the values, mission and vision of your community in a mini-document. It will act as a rallying cry for the community and reinforce the values whenever the community is in doubt.

It will show your industry what you stand for and against. This will help fellow members of the industry self-identify with your values and be magnetically pulled towards your brand.

**Pro tip** – An awesome way to add more meaning to your manifesto is by asking your community to print this out or have it as a mobile wallpaper.



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#### 5. Create a personal branding statement

A personal branding statement is your main value proposition presented in the form of a unique catchphrase.

It tells your target audience (your prospective customer) what they can hope to get from your professional skills in the form of results and ultimate benefits.

#### For example:

"I help SaaS founders get more recurring customers so they can live stress-free in 2019."

You can use your personal branding statement as part of your social media bio and as an introductory line while networking in meetups and conferences.

#### 6. Create a strategic bio

How awful will it be if you win the leads with an amazing piece of content only to put them off with a shabbily done bio? Your audience impressed by your content will look into your bio to know more about you.

Take advantage of it by crafting your strategic bio beforehand which highlights the single biggest benefit your audiences can get from you. Then connect this benefit with your superpower or special skill.

The bio should be not more than 50-60 words. Additionally, mention all your media features and showcase your noteworthy achievements. Leverage it to the hilt by making it a common bio for your own blog and all your media columns/features.

Remember that the bio should reflect your values and what you stand for.

#### 7. Use your headshot as your profile picture

Improve the way people perceive your image, literally! Use a headshot (where your face covers 60% of the image) as your profile pic for all your profiles and business resume.

#### 8. Have a brand logo

Personal branding is a process which involves both textual and visual content.

Have a brand logo which imbibes the ethos and values you stand for. Create something which stands out and communicates your message visually in the best possible manner.

Treat the logo as more than a piece of design and more as your brand identity. Your customers will treat this image as synonymous with you. So make something which represents your core message.

#### 9. Focus on having a uniform design language

Apart from having a logo, focus on creating design assets with a uniform color code, appearance, and typefaces.

Create templates for social media graphics and videos with a common color scheme and appearance. This will make your brand language consistent making you stand out and get identified in front of your target audiences.

#### 10. Start creating content

Now it's time to start creating your content. Start a blog or a vlog based on your product and niche.

Select the best keywords in your industry and start creating consistent content around it.

What are the main pain points of the target audience? What are the strategies that work well in your industry? What are the latest trends in the industry? What are the popular tools to grow a business in your field?

Write and make videos about all this. Put the articles in a blog and videos on YouTube and other social media channels (more on that later).

Above all, focus on being an evangelist of your niche to the outside world. Think what kind of information an outsider would need to get into your industry and create content around that. The more consistent you are with your content, the faster your brand will grow.

The goal is to make yourself synonymous with your industry.

#### 11. Give high-value assets for FREE

See the demand in your industry and **create assets to address those demands**. It can be a piece of software or a free report solving some specific need or query in your industry.

After creating it, give it away for free on your blog in exchange for the prospect's email. This way you will be seen as an expert who does not hold back on giving value first.

#### 12. Focus on SEO

SEO is a great way to get qualified organic traffic to your blog.

This traffic will consist of people actively looking to get information in your industry and thus qualify as high-value leads.

If you can be the person who addresses their needs, they will start seeking you or your content for further advice. This will build your personal brand effectively for that niche.

To execute this perfectly, you need to rank on the first page of Google (or any other search engine) and typically for the top 3-5 keywords in your niche. Doing this is a bit hard and can take a bit of time. Having said that there are a few growth hacks to rank faster for your content.

#### **SEO Growth Hack 1**

Firstly, create epic content. By this I mean 10x the no.1 ranked article in your niche by adding more points, insights, creating relevant infographics and more. Aim for a minimum of 1900 words.

#### **SEO Growth Hack 2**

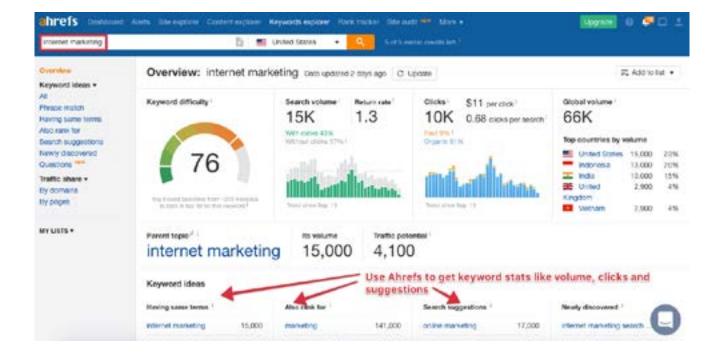
Secondly, do not go for heavily competitive keywords in your niche.

Instead, use long tail keywords.

For example, if the main keyword in your industry is "Internet Marketing", then focus on a long tail keyword like "Internet Marketing for Freelancers" or "Internet Marketing for Home Based Entrepreneurs".

The goal is to **find keywords with high traffic volume but low competition**.

**Pro Tip** – Use a tool like <u>Ahrefs</u> to find low competition keywords with high traffic volume.



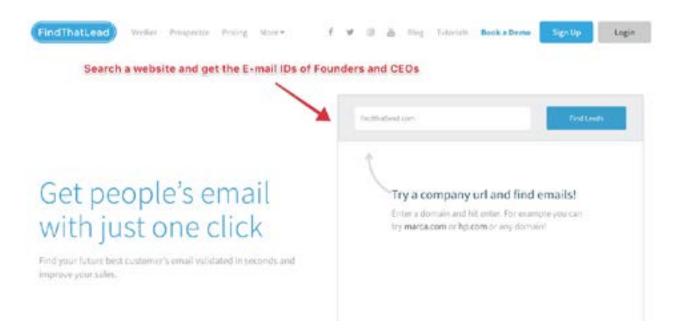
#### 13. Build a list

Build an email list. Give consistent value to your email list members. Nothing is more personal than being inside someone's inbox. Take advantage of it and make them into your brand evangelists.

Also, with Facebook's January 2018 update effectively killing organic reach for Business pages, it will be a smart move to move your audiences to a platform you control completely - Your email list.

First, <u>drive traffic to your site</u>. Then once the traffic is on your site, ask them to submit their email IDs in exchange for some awesome content (lead magnet or content upgrade). Once they sign up, win their hearts by delivering exclusive top quality content not available anywhere else.

Consistently giving value at a place where you are seen almost every day is a great way to engineer an awesome personal brand



## 14. Grow your social media audience (organic)

Start putting dedicated efforts every day to grow your social media audience. Focus on channels where your target audience hangs out the most and start putting high-quality content which helps them.

Here are the exact steps to follow.

#### STEP 1

Start by joining Facebook and LinkedIn groups related to your industry.

#### STEP 2

Post exceptional quality content which helps the members of the group. Be consistent in your posting. Do not pitch anything.

Once the members of the group notice your content, they will visit your profile.

#### STEP 3

Put a link to your own group and other social media profiles on your bio or cover image.

#### STEP 4

Take connections to the next level by connecting with other members through your personal FB/LinkedIn profile.

I understand the narrative about not taking your work home.

Over time you will build up an audience that will start associating you with your niche, thus forming stepping stones towards a robust personal brand.

#### 15. Start being omnipresent online

Be visible everywhere, be it your blog, relevant social media channels and other major platforms in your industry - both online and offline.

The more omnipresent you are, the more sticky your message will become.

Also, this is a good way to take advantage of the <u>mere</u> <u>exposure effect</u> which is a psychological phenomenon where people prefer things familiar to them.

The more frequent and omnipresent you are with valuable content, the more preferable you become.

You will start building up a niche follower base of qualified people eager about your industry. You will become their go-to source for all things related to your field.

#### 16. Get into new Social Media channels fast

Get into new and unexplored social media channels fast. You will have an exponentially higher chance of becoming an influencer there as there will be **very less competition**.

#### 17. Repurpose your content like a pro

Repurpose your existing content across different content channels like Medium and LinkedIn. Take your existing article and record a video of you speaking about it, upload the video to Youtube and audio as a podcast.

Also, 1 hot way of standing out with your content in 2019 is by making infographics. Make an infographic out of your article using a simple design tool like <u>Visme</u>

Search Engines love Infographics coz they simplify big complicated ideas into visually compelling and easy to understand images. It increases a visitor's time on your site and also increases the chances of your content being shared in the community.

All this adds great karma points to your brand reputation.

So take your present content and add more modes of delivery to it.

#### 18. Get a Vanity URL

Get vanity URLs for all social media channels. The URL should either be your name/ Your name + your niche / Reflective of your niche. Do not play around much with it. Don't go artsy with fancy names that have nothing to do with your industry. Stick to basics and connect the name to an industry keyword.

This will be great for making the audience see a connection between you and your industry. Also, this will be great for Social Media organic search optimization.



## 19. Build a Facebook Group to propel your personal branding

Apart from building a list, FB groups are another way to build a constant relationship with your target audience. Simply start an FB group in your niche, and provide consistent value to your group members through high-quality content. Solve their problems, talk about the latest trends, share the latest hacks and tools, do everything to win their confidence.

The more value you provide, the more your target audience will see you as a leader in your industry. Building your personal brand on Facebook goes a long way as this is where people spend most of their time. The key is to focus on groups, not on business pages.

#### 20. Ask Questions

Humans are social animals. We love to share and tell stories. Hence everyone loves a good listener. A primary way to build a relationship with your email list and FB group is by asking questions.

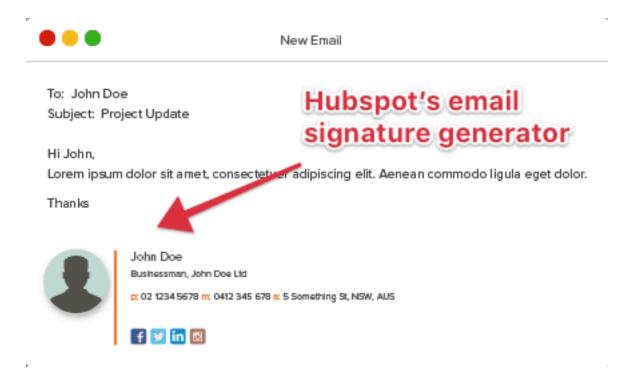
Be the person everyone loves and ask questions. This will help you form a rapport with strangers.

#### 21. Have a professional email signature

Email signatures are the visiting cards of 2019.

So have an email signature which stands out from the crowd. Put your headshot in the signature along with all your social profiles. This way your email will stand out on a pitch.

Use a free tool like <u>Hubspot email signature generator</u> or a paid tool like <u>Wisestamp</u> to get this done right. Your personal branding image will skyrocket after this.



#### 22. Do what the pros do

See what the top players in your industry are doing for their personal branding. Reverse engineer and emulate their online strategies.

Find a mentor who is currently where you want to be. Study their career history and map out the path they took. List out all the strategies and base your plan of action around it.

#### 23. Network with influencers

Start expanding your network by connecting with other members of the industry on Social Media. Type your industry keywords on Facebook and LinkedIn and join all the top groups which come up as results.

Once there, start giving real value without an intention to sell. This way you will be seen as a valuable member of the community and not an annoying salesperson. Your ultimate aim should be to give so much value that your name becomes synonymous with everything good about your industry.

Next, start connecting with Influencers online. Reach out to them with a "value first" mindset. Provide them value upfront by giving your core service for free.

Now I know the word "free" can make some of us frown. But when you do it to build relationships with people who are the stalwarts of your industry, then this free work will pay itself off in no time and skyrocket your growth.

Just imagine a great video testimonial about your work from the biggest influencer in your industry OR an influencer blasting a mail to his 100k strong list recommending your work. You see the value now?

Connect with these influencers using networking tools like <u>Meet Leonard</u> or <u>Duxsoup</u>.

These tools will help you send automatic connection requests to industry filtered members on LinkedIn. For finding emails of influencers, you can use a tool like <a href="FindThatLead">FindThatLead</a>.

Another way to connect with these big influencers is by joining their courses/paid mastermind groups and providing upfront value to get on their radar.

#### 24. Get on major media platforms

List the top magazines, podcasts, TV shows, YouTube channels in your niche and approach them to feature you. You can pitch them to have you as a guest panelist, contributor, columnist or them doing a story on you.

To do this right, you need to first build relationships with these platforms. Use the same value-first mindset and offer your help or something of high value for free.

Once you get their attention, pitch them to feature you on their platform. Show them the value you can offer to their audiences with proven results of your work.

Once accepted, give actionable value and do not hold back. The goal is to win the hearts of the platform's audiences. In the end, offer the audience a free cheatsheet or strategy call in exchange for them signing up for your newsletter.

#### Leverage media logos to build authority

Add brand logos of all your media features on your website and social media profiles. Put pictures of your speaking gigs and TV appearances. This will build a lot of authority for your personal brand.

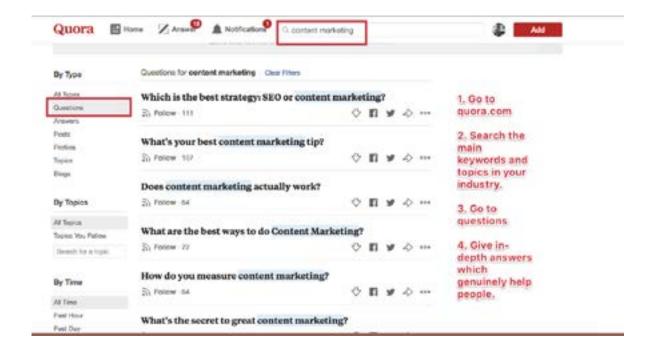
## 25. Be helpful and have a knowledge-based mindset

Be helpful and provide value to people.

The days of information ownership and competing for knowledge are over. Share your expertise for free without holding back anything.

We live in a value-centric, knowledge-based economy. If you are not sharing, you are losing out to someone who is giving it all for free and building an unbreakable bond with your audience

Start by answering questions on Quora and other channels. Join all the industry forums and be the gateway people need to get into your industry. It will pay off in the long run.



# 26. Document and showcase results

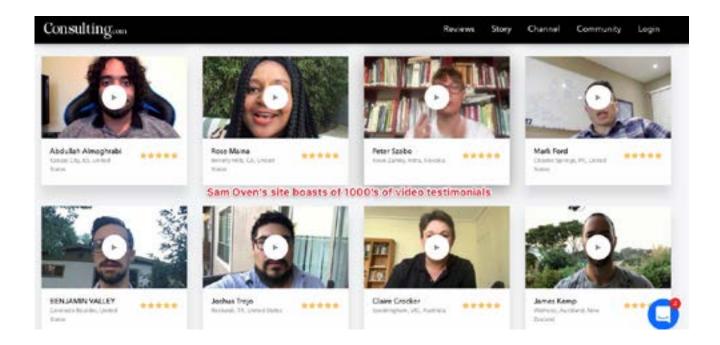
Results. They are by far the no.1 buying emotion, and hence the no.1 brand builder. Whenever you work for yourself or your clients, focus on documenting results

For example, if you are in the field of SEO, make it a point to screenshot your rankings for the targeted keyword. This will come as handy proof that you deliver on what you do.

Likewise, if you work for your clients, make it a point in your contract that you are allowed to showcase the results you bring for them. Also, a very effective hack is getting video testimonials. When a number of your clients come on camera and share their success stories from working with you, your Personal Branding will skyrocket immediately.

One of the world's leading consultants, Sam Ovens has 1000s of video testimonials on his site - consulting.com

**Pro tip** – Run paid ads on your video testimonials targeting potential clients.



# 27. Do Webinars and Live streaming

There is something about webinars and live streaming which connects more than perhaps any other form of content. Maybe it is the LIVE nature of things or the interactive value feature which adds to the excitement.

Also, it has never been easier to do webinars and live streaming than now, with free platforms like FB Live, Youtube Live, and Periscope.

Apart from that, you can take advantage of various paid but cheap webinar software like <u>Demio</u> which allow you to collect leads.

# 28. Create Chatbots

Chatbots are a great way to personalize your branding and be interactive at the same time. With Facebook killing reach of FB pages, FB messenger bots should be one of the priorities to focus on.

Again, like any other personal branding strategy, make the chat conversation sequence authentic and true to your voice. The audience should feel like they are having a conversation with you over a cup of coffee.

**Pro tip** – Use a tool like <u>Manychat</u> or <u>Chatfuel</u> for setting this up.

# 29. Invest in paid ads

For all the amazing long-term benefits of organic traffic, we cannot deny that paid ads are the fastest way to reach your target audience and convey your message effectively.

Use it smartly by targeting brand names and institutions which only hardcore fans in the industry know.

The ad should offer something of value to your target audience and demonstrate your **power/knowledge** on the subject.

Retarget the visitors of your site with a lucrative offer.

## 30. Get on YouTube

YouTube is the go-to channel for people looking to actively find solutions to their problems. So creating YouTube based content which effectively solves their problem will instantly build trust, rapport and authority for your brand.

Also, since its an audiovisual medium, the impact is higher and more intimate to the senses than the written word. All this adds great brownie points for your personal branding.

Now simply creating videos and putting it on YouTube may not work for your brand. Instead, you need to optimize your videos for YouTube's algorithm.

Here are some quick tips on how to get traffic for your YouTube Video:

- Keyword optimization Do thorough keyword research. Use this 6 step process to optimize for your keyword.
  - a. Search for your keyword on YouTube and see YouTube's search suggest recommendations. These are keywords which people are actually searching for while looking for your topic.

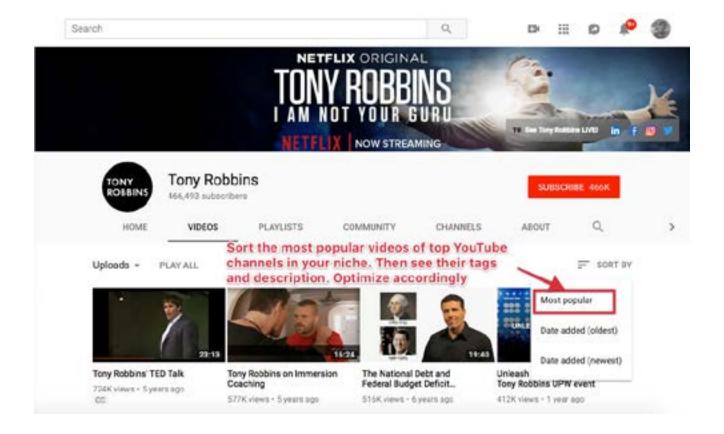
- b. Go to a famous channel in your niche and search for the most popular videos. Click on them and see the tags they are using. Use a tool like <u>VidIQ chrome</u> extension to do this.
- c. Make a list of all the keywords and tags you collected and then go for the ones with a low level of competition.
- d. Try to use your main keyword at the beginning of the title and also use them as tags.
- e. Write a thorough video description, describing what your video is all about and the things the viewer is going to learn. Use the main keyword naturally wherever possible.
- 2. Content Optimization Be energetic and expressive in your videos. Start with a hook where you state what will the viewer learn from watching this video. Hype it up by saying what all will you reveal by the end of the video.

Mention the main keyword early in the video and use it wherever it feels natural to do so. Deliver on the promise by giving real transformational value so they are hooked till the end.

Have multiple calls-to-actions to subscribe and comment on the video. The Youtube search engines will pick it up and show your video to people looking for this topic.

- **3. Design Optimization** Create attractive thumbnails and put your picture along with the title of the video.
- **4. YouTube Funnel Optimization** Create a funnel with your videos by offering a free checklist or report which acts as "The Next Step" for the viewer after they watch your video.
- 5. Video Promotion After optimizing, post the video on your blog post, social media and other forums as a helpful resource for someone looking to get answers on your topic.
- 6. Consistency Be consistent on your video posting schedule. Make it a habit for your viewers to expect a video from you on a specific day. For example, you can have a YouTube banner which states – New videos posted every Monday and Friday.

For more YouTube optimization resources, I highly recommend checking this <u>detailed article by Brian Dean of Backlinko</u>.



# 31. Start a Podcast

I cannot emphasize this more – jump on podcasts before it gets too saturated. This is a key platform where a lot of smart entrepreneurs are putting their content on and in the process becoming instant celebs in their niche.

A lot of top CEOs prefer to listen to podcasts over videos. Standing out there can mean connecting directly with your industry leaders and evangelists Distinguish your content by interviewing industry leaders, experts, and giving actionable content which your listeners can implement easily for quick wins.

For further resources check out this awesome guide on podcasting by Pat Flynn.

# 02. Offline Personal Branding Strategy

Offline Personal branding strategies follow the same basic principles of Online but in the physical world. So principles like defining a clear target audience, niching down, standing for something, having a unique voice, giving value first, making it about your customers, etc., all remain the same.

Having said that, building your brand offline have the added dynamics of physical presence and personal touch to your brand. This, when used correctly, can be extremely powerful.

Let's look at 4 step by step offline personal branding strategies to leverage your brand in the physical world.

# 1. Start doing public speaking gigs

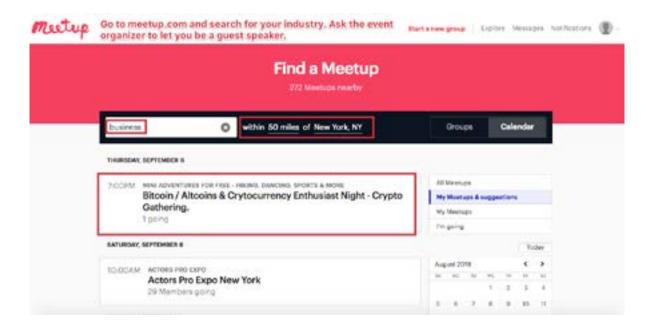
Your omnipresence has to be both online and offline. The best way to have an impactful omnipresence offline is by doing public speaking.

Here is a great hack to do this perfectly.

Go to Meetup and search for your niche/industry. Hit up all the meetups happening in your city related to your industry and say you want to give a 30-45 minute presentation on a hot topic in your industry.

# Taking it to the next level

At the speaking gig, open up a funnel by asking the audience members to join your mailing list or your Facebook group where they can get more in-depth content from you. This way you convert total strangers into a list of warm leads.



# 2. Network at masterminds and conferences

Start expanding your network by connecting with other members of your industry. Join mastermind groups and participate in industry-related forums actively. Use meetup.com again to find like-minded industry groups and hang out there.

Become seen to the extent that your name becomes synonymous with your industry. Reach out to influencers and have the "value first" mindset by providing value upfront to impress them, and thus building a rapport with these high-quality people in your field.

You can use networking tools like Dux Soup and Meet Leonard to first connect with these influencers online and then meet them personally.

# 3. Write a book and give it away for FREE

A book is a great personal branding tool to immediately position you as an expert in your niche.

It is best to launch a book when you have a thriving email list and an active blog. This is because it will come in handy for marketing the book. Having said that, it is not a necessary requirement as you can always run ads or collaborate with an influencer to leverage their list.

# **Growth Hack 1**

Hire a virtual assistant and ask him or her to transcribe your webinar and assemble it in order. Once you refine and edit it, you have the content ready for a book!

### Growth Hack 2

Use a service like Rev to transcribe your video content and convert it into a book.

## **Growth Hack 3**

Another method made famous by author – Investor James Altucher is collecting 20-30 blogs you have written and put them in order to form a book.

# Making it available through dropshipping and digital download

After you arrange the information in a book, you can put it on Amazon Kindle as a digital download or use a site like <u>disk.com</u> to drop ship the book to its destination. Now, here's where it starts to get really interesting!

After writing and editing your book, give it away for free and only charge for shipping.

Yes. FREE.

Now before you start to frown, hear me out.

Books hold tremendous power in making your brand impactful. They create a great initial touchpoint between your target audience and your brand.

Also, they are a very personal item and tend to quickly become an intimate part of people's lives. This can lead to amazing word of mouth exposure and formation of a loyal tribe. Imagine the number of sales and long-term brand equity you can generate from the tribe. Why restrict it all with a price tag?

So use the free + shipping method to quickly gain massive exposure and brand loyalty.

A great example of this is Russell Brunson's now iconic book - *Dotcom Secrets*.



# 4. Merchandise giveaway

A great way to make your brand sticky offline is by giving away your brand merchandise for free.

Create t-shirts, cup and other stationery items with your brand logo or catchphrase on it and give it away for free to your superfans.

These superfans will flaunt your merch with pride which in turn will lead to great word-of-mouth advertising.

The key here is to create merchandise only when you have built a sizeable following so you can leverage your superfans to promote it.



# 03. Personal Branding Growth Hacks and Tips

Here are 6 innovative personal branding growth hacks to maximize your influence online.

# Get featured on Mass Media using The Ladder Method

Getting featured on top media platforms of your Getting featured on top media platforms of your industry can make you an A-lister overnight.

Now, usually, to do this successfully, you need to achieve something which is extraordinary like earning x million dollars in your industry, having a bestseller book, etc.

Does that sound a bit difficult? Fret not. Use this smart personal branding growth to get into mass media fast.

# The Ladder Method

# STEP 1

Get yourself a feature on a few locally based magazines, blogs, and YT channels. These publications are hungry for content and will love to feature you.

# STEP 2

Leverage these small features as social proof to get to mid-level media in print, online and television. Once there, give immense value. Stand out with your knowledge and insights.

## STEP 3

Document all the media features and run ads on them targeting the mainstream mass media editors, columnists, reporters, etc. After they get repeatedly warmed up with your content (mere exposure effect), approach them with a subtle pitch to feature you.

# 2. The Influencer Interview Rub Off

This is another remarkable way to build your personal brand. All you need is a laptop and a free software like <a href="Skype">Skype</a> or <a href="Zoom">Zoom</a> to get it done. Just gather a list of experts in your niche who have a say in your industry.

Do not aim for mega influencers right away as it will be Do not aim for A-list influencers right away as it will be difficult to convince them for an interview. But you can surely aim for people who have some notable expertise and influence.

# Think in terms of:

- YouTube creators with a substantial amount of subscribers
- FB group owners with more than 5000 active members
- Other experts who get featured on podcasts in your niche

# Getting influencers to say 'YES' for an interview

One way to get influencers to say 'YES' is by leveraging your existing audience to them. But even if you do not have an audience, fret not.

You can alternatively promise them a paid promotion of the interview to their target audience.

When the audience consistently sees you with experts, they will start associating you as an expert too.

# 3. The Dennis Yu FB Dollar a Day Ad

I learned this amazing strategy to get press from FB ads expert and CTO of <u>BlitzMetrics</u>, Dennis Yu.

# STEP 1

Create 1-minute videos talking about your niche and giving value. Focus on giving tips, strategies or talk about a burning topic in your industry. Carve your content into an engaging story. Add attractive text inlays to grab instant attention.

## STEP 2

Post them on your FB brand page and run FB ads of just \$1 per day on them. Run ads targeting writers, editors, columnists of magazines and blogs in your niche.

# STEP 3

Run ads of your previous articles, guest posts and other content towards this particular target group. Do this consistently to be seen as an expert in the eyes of these journalists.

After doing this for some time, two things can happen.

# **Scenario 1**

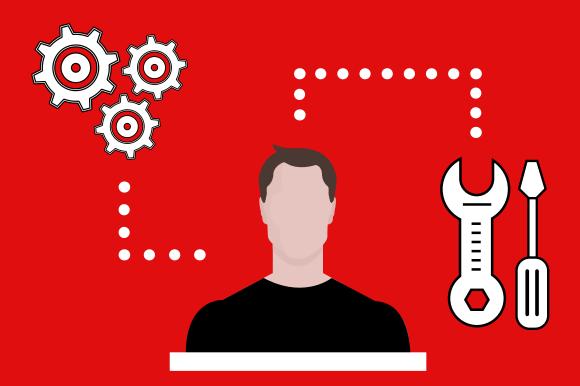
The major publications you targeted will approach you for a quote for their next article.

# Scenario 2

You can yourself approach them with a pitch to feature you. Since you have already established authority and familiarity with your content, getting into these media channels will be comparatively easier.

# 04

# Leveraging Personal Branding Tools to Maximize Your Influence and Growth



Here are 9 such lesser-known but effective personal branding tools which have the potential to immediately 10x your brand and outclass your competition completely.

HARO – Help a reporter is a free tool which connects journalists with expert sources to get tips and quotes from them. Use this to connect with journalists and get quoted on major publications. An awesome personal branding tool.

Find That Lead – An email finder and prospector tool. Use this to connect with notable influencers and experts in your industry to cold email them. Also, you can use it to find emails of top sites in your niche and pitch for guest posting opportunities.

Meet Leonard – A tool similar to Dux Soup, it will automatically connect with LinkedIn profiles based on conditions you define. Use it to connect with experts, editors, writers, and audiences in your industry.

InShot – Have you seen those eye-catching viral videos with meme-like text on top and bottom of the video? They are great brand builders as they instantly catch your attention and build curiosity to watch the whole video. Use a simple tool like InShot to make these videos.

RelayThat – This is a super interesting personal branding tool. Just upload your logo, brand colors and assets, and RelayThat will generate 1000s of design variations for every purpose imaginable.

Hubspot email signature generator – Add flair to your personal branding when you do cold email outreach by having an email signature that stands out. Use the free Hubspot tool to get the job done in a very classy way.

<u>TubeBuddy</u> – Use TubeBuddy for optimizing your YouTube SEO.

Nusii – If you are a freelancer, use a tool like Nusii to send proposals to a client. This tool will make you stand out with custom proposals which look beautiful, stylish and communicate your pitch in a very unique way.

The <u>60-second Personal Branding Implementation</u>
<u>Checklist</u> - In a hurry? Cut to the chase with our
60-second rapid implementation checklist. It lists down
everything you need to do to grow your brand both online
and offline in 3 months or less.

# 05

# Studying the best Personal Branding Examples to Grow Your Brand



Personal Branding strategies are best understood with actual real-life examples of personal brands in action. We list 3 of the best personal branding examples in 2019.

Neil Patel – If you are learning digital marketing, then you cannot ignore Neil Patel. He is everywhere, ranking on top for almost every keyword related to online marketing and SEO.

And if it's not him ranking on top, it's definitely one of his many SaaS companies taking the honors.

# Being the Wikipedia of online marketing

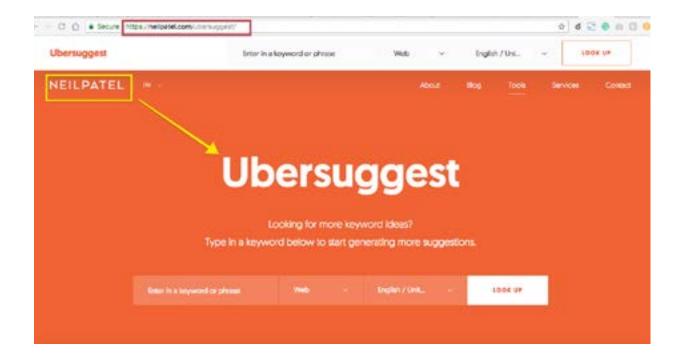
He has been famous in the marketing world for a long time now. One of the pioneering voices in the niche, his extensive case studies are an evergreen hit with the industry. All this makes his brand a default choice for any information related to online marketing.

He has been famous in the marketing world for a long time now.

# Purchasing tools and giving it away for free

Lately, he has taken his personal branding to a whole new level with his recent investment in top industry tools.

He recently purchased <u>UberSuggest</u>, a keyword research SEO Tool and made it free for everyone through his own website.



This has made Neil gain a lot of traffic and brand recognition from his target customers.

Also, buying such tools differentiates him from other bloggers in the industry, making him "top of mind" for all things SEO.

# Giant steps on YouTube

Neil is also focusing on growing his Youtube Channel, making high-value videos on digital marketing and SEO. All this makes him cover the remaining ground towards winning audience loyalty.

# Key Takeaways:

- 1. Own your niche by giving exceptional value. Become the default choice for content related to your industry.
- 2. Invest in tools and systems in your industry. Then provide the solution for free to win the hearts of your target market and ultimately convert them as leads.
- 3. Dedicate time and money to grow your social media channels. See what are your customer's biggest needs and deliver it to them through their preferred social media channel.

# PERSONAL BRANDING EXAMPLES

**Nell Patel** 



The 3 key takeaways from Neil Patel's personal brand.





Own your reiche by griving exceptional volue, more than empone else can or is willing to do in your industry





bryset in tools and systems in your industry, providing the solution for free to win the hearts of your target market.





Dedicate time and money to grow your Social Media channels

See what are your customer's biggest reeds and wants then deliver it to them through Social Media.

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because treating path.

THE STARTING IDEA

# **Tony Robbins**

Tony Robbins is the no.1 name which comes to mind when we think of self-help. The world's top life coach has built an exceptional brand over the years with his workshops and rock show like seminars that have changed people's lives.

# Creating a unique look and feel

His workshops and seminars gain a lot of mainstream attention due to its high energy vibes and on the spot problem-solving tactics.

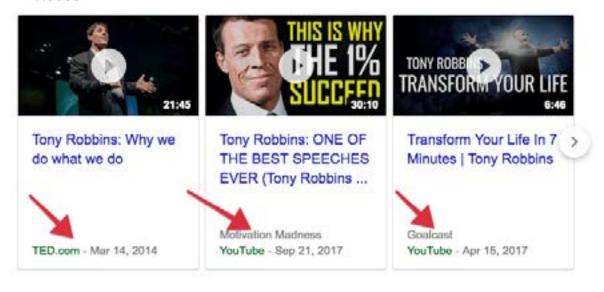
His unique mannerisms, aggressive tactics, and his openness to share personal stories, all blend together to create an exceptional brand identity.

# Investing big on social media

As social media came along, his content found its way across various social media channels. The high energy talks fueled with raw, unhinged emotions formed a personal connection with people. His content soon became viral.

# Tony's content is well distributed across the internet

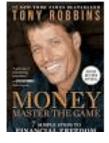
Videos

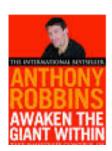


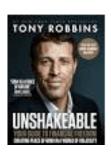
# Consistently creating content and building authority.

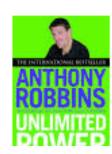
Over the years, he has added more weight to his personal branding by writing 5 books, 4 of which went on to be bestsellers.

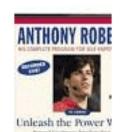
# **Books**











View 10+ more

All of this had led him to become one of the most soughtafter life coaches in the world.

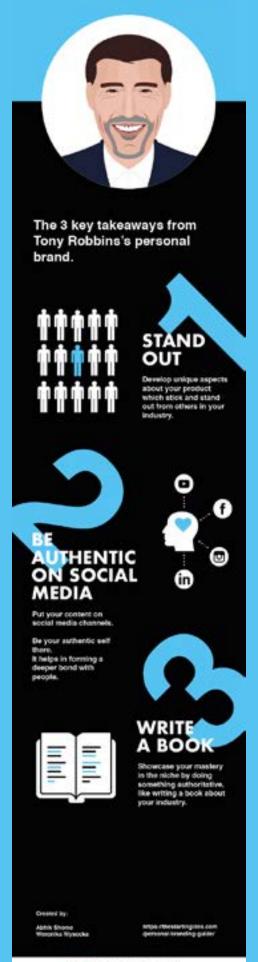
With celebs like Bill Clinton, Serena Williams and Hugh Jackman, Tony Robbins shows no sign of slowing down anytime soon.

# Key Takeaways:

- 1. Develop unique aspects about your product which stick and stand out from others in your industry.
- 2. Put your content on social media channels. Be your authentic self there. It helps in forming a deeper bond with people.
- 3. Be open and share your personal story. Try to connect it with your personal branding mission statement.

# PERSONAL BRANDING EXAMPLES

**Tony Robbins** 



THE STARTING IDEA

# Tai Lopez

"Here in my garage."

Didn't this phrase just come to you the minute you saw his name?

That's the extent of Tai's brand recognition, which he created by continuously targeting YouTubers with ads about his fleet of cars, his big villa, etc.

Knowing what they want, giving what they need Tai has a knack for appealing to his target audience – inexperienced millennials looking to live the good life. He appeals to them by showing them what they care about most – Having a luxurious life.

In the now-famous ads, he gained their attention and adulation by showing his cars, bungalows, sometimes even having models in the background to add to the "good life" picture.



He then elaborated on the importance of knowledge as a tool for having a good life, followed by a call-to-action to enroll in one of his online programs.

# Getting niche with targeting

Take a step back and think. Will this same strategy appeal to CEOs, developers or Startup Founders? It won't. On the contrary, a lot of them might even look down on such marketing tactics. This is because they are experienced. They know the ins and outs of the industry and such marketing ploys.

But then again, they were not Tai's audience at all!

Tai's audiences were and are young adults. They are ambitious but without any experience or awareness.

The key to Tai's personal branding success is his laserfocused targeting and appealing to this audience segment with things they care about most.

# Key Takeaways:

- 1. Know your target audience and focus on creating content especially for them, even if it means alienating others.
- 2. Identify the emotions and lifestyle which appeals to your target audience and future pace them on that lifestyle by presenting your product as the medium to get there.
- 3. Use Social Media channels to target and retarget customers.

# PERSONAL BRANDING EXAMPLES

Tai Lopez



The 3 key takeaways from Tai Lopez's personal brand.





Know your target audience and focus on creating content especially for them, even if it means alterating others.



# BE THEIR PATH TO SUCCESS

identify the emotions and lifestyle which appeals to your target audience and future pace them on that lifestyle by presenting your product as the medium to get there.







Use Social Media charmels to target and retarget customers.

Created by:

Marin Shows Western Wysocki /personal-branding-pixto

THE STARTING IDEA

# 06

# Using The Ultimate Personal Branding Infographic to Fix Your Brand Strategy



This has been one of the most detailed guides on Personal Branding.

It covers every concept and strategy which are relevant to growing your personal brand fast in 2019 and beyond.

But we wanted to give you something more to further add to your training. Something more than text or video.

Hence we decided to create this epic Personal Branding infographic which visually depicts the best strategies pulled from this ultimate guide.

### PERSONAL BRANDING Strategies



# 07

# The Next Step



I hope you got tons of AHA moments and epiphanies about how to build a profitable personal brand.

But studying is one thing and taking action is another.

That's why I have put together a collection of bonus content for you to take action right away.

**BONUS 1** – You get the <u>60-second Personal Branding</u> <u>Implementation Checklist</u> which will make you stand out in your industry and get leads in automation.

The Implementation checklist is filled with many actionable steps written in crisp to the point execution sequences.

- Learn how to never again be confused about what to say to your audiences and what stance to take while communicating your sales message on Social Media (Point 1 and 2)
- Set your social profiles to speak your brand without any daily efforts from you (Point 3 and 4)
- Discover the 1 method which will put you in front of millions of target customers and help you generate leads on autopilot! (Point 5 and 6)

 The 1 smart tactic which can help you build relationships with influencers and even get promoted by them on their own platforms! (Point 13).

This is my personal favorite (word of advice – Please be genuine and honest while using this).

There are 17 such high-value actionable points arranged in order of execution.

Grab it while its available for free.

**BONUS 2** – Get the Exact <u>4 Personal Branding</u>

<u>Character Types</u> experts are using to create million dollar businesses.

 The character type tools are perfect especially if you are a newbie and do not know what positioning you should have.