



# **Personal Branding Character Types**

**THE** STARTING IDEA▲

## How To Use:

See the character types below and try to identify which one is the closest to your natural personality and your current level of expertise in the market.

Be honest about it as the best personal brands come from a natural extension of the self.

Enjoy building an awesome personal brand!

## The 4 key character types in Personal Branding

Building a formidable personal brand becomes more easier when you are clear about the kind of role and image you want to assume for your audiences.

This becomes much more easier when you adopt a clear character and behave a certain way when communicating your message.

Based on this, here are 4 of the very best personal brand character types you can choose from:

## **The Leader**

The leader is someone who takes his followers from one point (the point of pain) to another point (point of desire).

Leaders are usually at a position where their followers aspire to be, and have been through similar pitfalls and path journeys which their followers are going through right now.

This experience and position of a leader helps him to guide his followers to the desired path faster while avoiding the usual pitfalls.

## **The Crusader**

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The crusader is the adventurer. He is someone who is very curious and does not always have the answers.

In the crusader personal branding character type, the crusader goes on a journey and brings back riches for his audiences. He is not leading them to a result, but going on on a journey and coming back with answers.

# The Reluctant Hero

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The reluctant hero character type is one of the most interesting character types out there.

The reluctant hero does not want the spotlight and does not boast to be a leader or expert, BUT he has some amazing knowledge which he knows can change the lives of his audiences.

Thus, he feels it more of a moral obligation to share all he knows. The spotlight is not for this character, but the greater good of his audiences makes him share the knowledge.

# The Reporter

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This character type is perfect for beginners. It is for people who have the desire to share knowledge but do not yet have the authority or expertise to do so.

So they take the role of reporters in their industry and share the best strategies, hacks and tips of other experts with their audiences.

This type usually interviews a lot of experts and gurus, and shares their best strategy with his audiences.