

# ***BUILD YOUR LINKEDIN PERSONAL BRAND***

WITH THE **D.A.C.A**  
METHODOLOGY

IZZY PRIOR

No amount of engagement pods, paid-for followers or repetitive outreach (what I like to call “pitch-slapping”) will help you surface your brand amongst the 1.1 billion other users.

Your mission is important – and so, it’s crucial to amplify the impact you’re making within your industry.

How exactly?

***A CAREFULLY CRAFTED BRAND AND STORYTELLING. TO NOT ONLY BRING ATTENTION TO YOUR MISSION, BUT TO RETAIN IT.***

Across 2023, I spent time refining the best way to deliver on your purpose in this digital age.

The DACA method is, what I believe, the best way to think about creating a unique and memorable online presence that creates inbound opportunities.

# 1 **DEFINE YOUR BRAND**

Your personal brand is not simply what you do, it's who you are.

And it exists both online AND offline, reflecting back to you the person you decide to show-up as in your relationships with others.

Defining how you do this is crucial to embracing your authentic self.

## **Self-reflection is your first step**

We're not asking you to drop a large sum on a weekend retreat and book counselling sessions twice a week for this initial step. (Although if you wish to, by all means, go for it)

Generally put, self-reflection is the act of examining and contemplating everything that defines who you are: your thoughts, emotions, experiences and actions.

To be able to reflect on you and your journey, it'll involve introspection and a conscious effort to gain insight into your identity.

Take time to assess your personal growth over the period of your life, evaluate past decisions and recognise the impact your behaviour has on you and others.

Ways you can do this:

- Deep journaling session
- Mindfulness of your genuine identity
- Visualisation of your life aspirations and goals
- Gathering feedback from friends, colleagues, mentors and/or business partners
- Evaluating your online presence (ask yourself: does this version of me align with my authentic self? Am I consistent between my digital persona and my real life interactions?)

Not only does this practice help with building a favourable personal brand, but you'll also recognise you've developed self-awareness for yourself.

It may even lead you down a path of making intentional choices in other aspects of your life.

## Articulating your purpose

Yes, you might want to “help people”.

But what does that actually mean? If you look into your past you'll find that there's likely a cause or community that really resonates with you.

- Which people do you want to help?
- How do you want to help them?
- What outcome do you want to create?

## Understanding what makes you unique

You have a unique collection of values, skills and passions that combine together to create a perspective on the world that only you can speak to.

To discover them, spend the time with your own mind, find a mentor who can mirror them back to you or even ask your friends for their thoughts using a tool like a Johari window.

Taking these steps, I've found my identity to consist of:

- Values – authenticity, communications, integrity, collaboration, balance, impact, self-improvement
- Skillset – superconnecting, empathy, positive impact, creativity
- Passions – networking, storytelling, rugby, reading, learning

By doing the work you'll find yours.

## Discovering your opportunities

Ever heard of the classic SWOT analysis?

If so, you'll know that it's normally applied to businesses in an attempt to prioritise the best actions that should be taken to make the most of the current situation.

But, you can also apply it to yourself too, thereby creating a personal SWOT analysis that looks a little like this:

- Strengths – what do you do well?
- Weaknesses – where can you improve?
- Opportunities – which trends could you benefit from?
- Threats – which changes risk holding you back?

Which enables you to identify which areas to double down on, where you can improve and how you can make the most of your current external environment.

<b>STRENGTHS</b>	<b>OPPORTUNITIES</b>
Copywriting and storytelling	Leveraging your copywriting skills towards a newsletter/blog and being able to engage your audience without dedicating hours to writing copy.
<b>WEAKNESSES</b>	<b>THREATS</b>
Confidence in speaking in larger group settings	A lack of confidence (or fear) inevitably prevents you from growing your brand through video content, networking, keynote speaking and podcasts. When it comes to monetisation of your personal brand, a lack of confidence can have an impact on your sales calls.

A SWOT analysis enables you to identify which areas to double down on, where you can improve and how you can make the most of your current external environment. Work with the skills you have and invest time into improving your “weaker” areas.

# 2 *ALIGN YOUR IDENTITY*

Your brand needs to reflect two things: who you are and who you want to speak to. Without alignment with both it won't realise the results you seek.

## **Create clear goals for your brand**

More likes, more comments and more followers sound great on paper. They promise more eyeballs on your content, more opportunities for connection and more direct messages.

But in reality, the results are often meaningless.

Aim instead to create tangible goals for your brand that support the long-term growth of your career.

If you're unsure here are a few examples:

- Meet 5 new thought leaders each week.
- Book 25 new discovery calls each month.
- Be interviewed on 1 podcast a month.
- Featured in 2 news articles a month.
- Gain 100 new newsletter subscribers each quarter.

When you set tangible goals, your short-term actions and long-term projects should be working towards reaching these goals.

It's all well and good saying "I want to network more" but it helps to be specific and be smart with this intention.

Ask yourself:

Who? Where? How? Is this working towards my mission? Am I confident at networking? Where can I improve? How can I accelerate? Can I automate anything? Can my existing network help make introductions here?

When you delve deeper and introduce follow-up questions, the roadmap becomes a lot clearer.

## Define your audience persona

Your brand is not for everyone. And nor should it be.

So, rather than taking shots in the dark with the content you create, build an audience persona that summarises the individual you're aiming to impact.

If you feel that you'll be stuck at this stage for a while because you're unsure of your audience's persona, it's worth taking time to learn who they are.

Initiate a conversation with them on social media platforms (such as LinkedIn, Threads, online communities or even local networking groups.)

Reach out to them with surveys, invite them to join a focus group, hold interviews or arrange a networking meet-up or call.

Then you'll be able to break them down into the following:

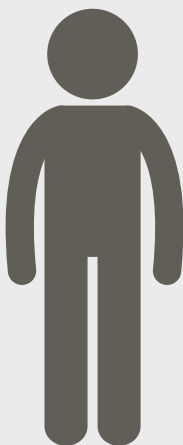
**Demographics** –  
name, age, location

**Behaviours** –  
how they act

**Background** –  
past experience, how  
they see the world

**Values & beliefs** –  
what they care about

**Marketing channels** –  
where they spend their  
time



**Needs** – what they  
need help with

**Goals** – how they  
want to improve

**Frustrations** – what stops  
them from hitting their  
goals

**Buying triggers** – what  
drives their decision making

**Bio** – short description  
that you should write last

You'll then always have a person to hold in mind when you think about who you want to inform, inspire and educate towards your career goals.

# 3 COMMUNICATE YOUR EXPERTISE

You've defined your brand and aligned your identity but these are only the stepping stones to delivering on your purpose.

Communicating and broadcasting that to your audience is the next chapter. It's time to craft what exactly that digital footprint looks like.

A great place to start is a social media platform. Let's take LinkedIn as an example here.

## **Craft your LinkedIn Profile**

We've all been guilty of having a poorly optimised profile when we start out on a social media platform – a short bio description, the headshot you had taken 10 years ago and an empty banner.

But having mere visibility on the world's top professional networking platform is no longer an excuse. Kickstarting that strong digital presence requires preparation and an element of branding yourself.

Your profile should be treated as a billboard, selling and marketing who you are. Whether your objectives are to generate leads, grow your own community or further your portfolio, it has its relevance.

### Consider your own personal branding assets

- The colour scheme and fonts you use should reflect the core values and vibes you share. Colours have the ability to suggest different emotions (red suggests power and strength, whilst purple suggests creativity, imagination and introspection.)
- Maintain this visual asset through the imagery of your profile (your banner, your headshot, and even the graphic design imagery you use in your content)

### Update your profile features to align with your identity.

**Headshot** – a high quality, professional profile headshot. Ensure you come across as approachable and friendly. (Top tip: try to upload in 1080x1080 for premium quality.)



**Banner** – don't take the easy route of uploading a block colour with your logo in the corner. It's a missed opportunity to not use this to speak to your audience's struggles and pain points, but also to share your vision.

What to write and include on this banner? Consider these three things:

- Position the problem you solve for your ideal client as the solution. This gives viewers an immediate answer to what you can do for them.
- Ensure you write WHO you solve this problem for.
- Write HOW you can achieve this for the ideal client.

**Headline** – craft a clear and concise headline that highlights your vision and unique value proposition as an individual. Be innovative and keep it brief, so that it's easy to read and understand. You want your brand to stand out from the crowd from the first impression.

Stuck for ideas? Here's a format to follow: "[Role/Unique Attribute]" | I help [Target Audience] to [Desired Outcome]" | "Call To Action"

**Featured Section** – You can use this space to attach links to booking a call, subscribing to your newsletter, joining a community or a portfolio of case studies. (Top tip: You can insert thumbnails to these links to maintain your visual asset branding. Dimensions – 2400px by 1254px)



**About Section** – Have you got sparse information here or are you writing in third person about yourself? There's no better time for an update.

Top tips:

- Inject personality and storytelling into this text. This is YOUR LinkedIn profile, after all. Not just a business page.
- Directly call out your target audience from the offset.
- Address their struggles (a great analogy here is to “twist the knife” further on those pain points, you want to paint a vivid picture of their current situation.)
- Give them a teaser of their dream outcome.
- Explain clearly how they'd be able to achieve that outcome with your solution.
- Give social proof, a text testimonial or a case study to support the solution you're offering.
- Demonstrate the next steps with a Call To Action. (e.g. book a meeting, purchase a digital product, sign up to a cohort, join a community or sending a direct message.)

**Testimonials** – Was the last testimonial you received from an old manager you worked with in 2018? Go and message 5 people across the last year you've worked with in some capacity. This can be a customer, a business partner, someone you held a community event with, or a colleague. Reach out and request a testimonial. It's likely they'll say yes, and you'll get a testimonial by the end of the day that is relevant, up to date and, of course, further credibility.

**Experiences/ Achievements** – It's unlikely people will read a chunky list you copied from your CV and walk away thinking “Wow, they've achieved incredible things in their time – I want to join their mission!”

Instead, use this text space to showcase your experiences in a way that underlines your impact on both your portfolio and role today. The core values and tasks you carried out in those roles/ vocations/ projects correspond to what you're doing now – in one way or another.

Remember we looked at your purpose earlier? As you work through your profile, keep this front of mind with every update to your profile. There's little point in including conversations that are irrelevant to the mission you're on.

### Strategising your content

Creating content shouldn't be a stressful task in your week. Having a content strategy with direction is going to be your superpower in upholding some consistency and creativity in your brand here.

We'll break this down into two parts:

- Content Pillars

Distinguish the key topics that uphold your expertise and that you can rally content ideas around. It's helpful to have 3-4 pillars to mindmap from whenever your "content idea" brain bank becomes scarce.

This serves as a direction for your brand, although it's okay to bend the rules and colour outside the lines here – you can have other conversations that don't fulfil the criteria of these pillars.

- Post Formats

**Text** – Communicate your expertise and insights through well-crafted written content. It's a versatile format that can be easily shared and consumed. (Examples: text posts, articles and newsletters.)

**Video** – This is a powerful way to connect with your audience as it has the ability to showcase your personality, expertise and storytelling abilities. The interaction becomes far more genuine and authentic as viewers can gauge your body language, tone, and enthusiasm. (Examples: vlogs, tutorials, interviews, live sessions.)

**Images** – These are visually engaging and can evoke emotions, making them an essential element of personal branding. Sharing high quality images that align with your brand's aesthetics helps create a consistent visual identity. (Examples: personal photos, behind-the-scenes glimpses, team workings, photoshoots, networking events.)

**Graphics/ Carousels** – Carousels can be used as a way to share more in-depth content in a visually appealing manner. They allow you to break down complex concepts into bite-sized pieces, making the information easier to digest. (Examples: step-by-step guides, tutorials, lists, and detailed explanations.)

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- Post Formats



#### Text Only

Communicate expertise and insights through well-crafted written content.

- Versatile format
- Easily shared and consumed
- Examples: text posts, articles and newsletters



#### Image

Share quality, relevant images that align with your brand identity.

- Personal photos
- Behind-the-scenes glimpses
- Team workings
- Photoshoots
- Networking events



#### Video

A far more genuine and authentic interaction. Viewers can gauge your body language, tone and enthusiasm.

- Vlogs
- Tutorials
- Interviews
- Live audio rooms



#### Graphics / Carousel

Break down complex concepts into bite-sized pieces.

- Step-by-step guides
- Tutorials
- Quotes
- Theories

# 4 **AMPLIFY YOUR REPUTATION**

What does it mean to amplify your reputation?

It's the action of strategically enhancing how others perceive you, your expertise and your contributions to your communities. You want to build a positive and influential image that aligns with your mission.

## **Expanding your circle of influence**

Focus on engaging in social circles not only related to your field, but also with people of similar interests, core values and goals. Be open to attending industry events, joining relevant communities and building your connection base on LinkedIn.

After all, the world is your oyster here.

Top tip: avoid spammy or impersonal connection requests. Choose genuine relationships over transactional relationships, where you actively listen and provide support. Networking is a two way street.

## **Creating meaningful engagement**

There are a number of ways to cultivate genuine interaction. Some will be more suited to you than others.



### **Lead Magnet**

Free information resource that showcases your expertise and provides actionable value.

Build up mailing list for future newsletters + email marketing.



### **Podcast**

Share your expertise, stories and personality in a digestible format.

Position as an authority in your niche.



### **Public Talks & Panels**

To share your expertise at events and position yourself as an authority.

Meet new prospects and build rapport immediately.



### **Community**

Create + nurture a community who will brand advocate your mission.

Creates a commitment curve for your higher ticket services.

# **EMBRACE THE EVER SHIFTING NATURE OF YOUR BRAND.**

As you work through the DACA method remember to keep in mind that it's not a one-time fix.

To make the most of it you'll need to constantly revisit the framework.

Not only because there'll always be room for improvement, but also because the most important part, you, are always evolving.

Embrace the ever shifting nature of your brand and you'll stay in step with the person you're always becoming next.

Found this useful?



Let's connect



Case study deck

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***HELPING BOLD BRANDS SHARPEN THEIR  
MESSAGE AND SHOW UP WHERE IT MATTERS.***

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