

Pieces Of A Personal Brand

Traditional brands are boring, static, and slowly losing trust from the general population.

People crave human connection and authenticity now more than ever.

Tell me, who would you rather buy from?

The best-selling generic Amazon cutting board?

Or a hand-crafted cutting board from someone you follow online and whose content you can't get enough of?

If money isn't an issue and you are genuinely interested in buying a cutting board — you will be happy paying a premium for the story that the cutting board holds.

This is a weird example, but it stands true for everything.

Would you rather buy ground beef from mass production sold at a store?

Or buy from your local farmer? Or the dude who runs a farm that has a personal brand? Even Butcher Box is more intimate than the meat you pick up at the store.

Intimacy, depth, and personality is what gives you a competitive edge over companies with 100's of employees and billions of dollars to throw around.

Creating A Customer Avatar With Ease

In traditional branding, people create a customer avatar in order to understand *who* they are creating content, products, and marketing strategies for.

You can find templates for these online (which are worth filling out, especially when it comes to marketing a product — which we will do in the Master's curriculum).

Most of those templates ask questions like their age, interests, other demographics, where they can be found hanging out online, their favorite quotes, and other things that help you understand that person.

The most important aspect of a buyer persona is a list of problems that keep them up at night.

For personal branding, your customer avatar is you.

The problems you are solving with your content and products are your problems.

By getting in touch with yourself and cultivating self-awareness, you have all of the marketing firepower you need (if you aren't overthinking things).

With a personal brand, **you are attracting people that vibe with your message, interests, and expertise** (while still persuading them that those things are important in terms of their quality of life).

A strong personal brand is the best USP (unique selling proposition) and is what will have people buying from you over a competitor (among other things, of course).

If you are selling a product or service to someone specific (like web design to local businesses) then yes, you will have to create a separate customer avatar to market effectively towards that person.

Yes, you can have multiple customer avatars that you want to target.

Yes, you can have a personal brand based on *you* as the customer avatar while selling something for another customer avatar. Brand and advertising can be separate.

The good thing is that there is a website that will generate *your* customer avatar for you and help you understand yourself on a deeper level.

[Take the MBTI personality test here.](#)

This test will give you a deeper understanding of yourself, help you become aware of your problems, and give you ample firepower for *who you are writing content for*.

Insight: Attract The People You Can Help The Most

The people that you can help the most are ones that have similar interests and goals. You will be the one that exposes them to other related interests and goals.

Your content (and potentially your products) should all target this specific person's problems and aspirations.

The Key To Building A Leverageable Brand

I want you to start thinking of your brand on a longer time scale.

1 tweet does not display the depth behind your brand.

1 newsletter does not display the depth behind your brand.

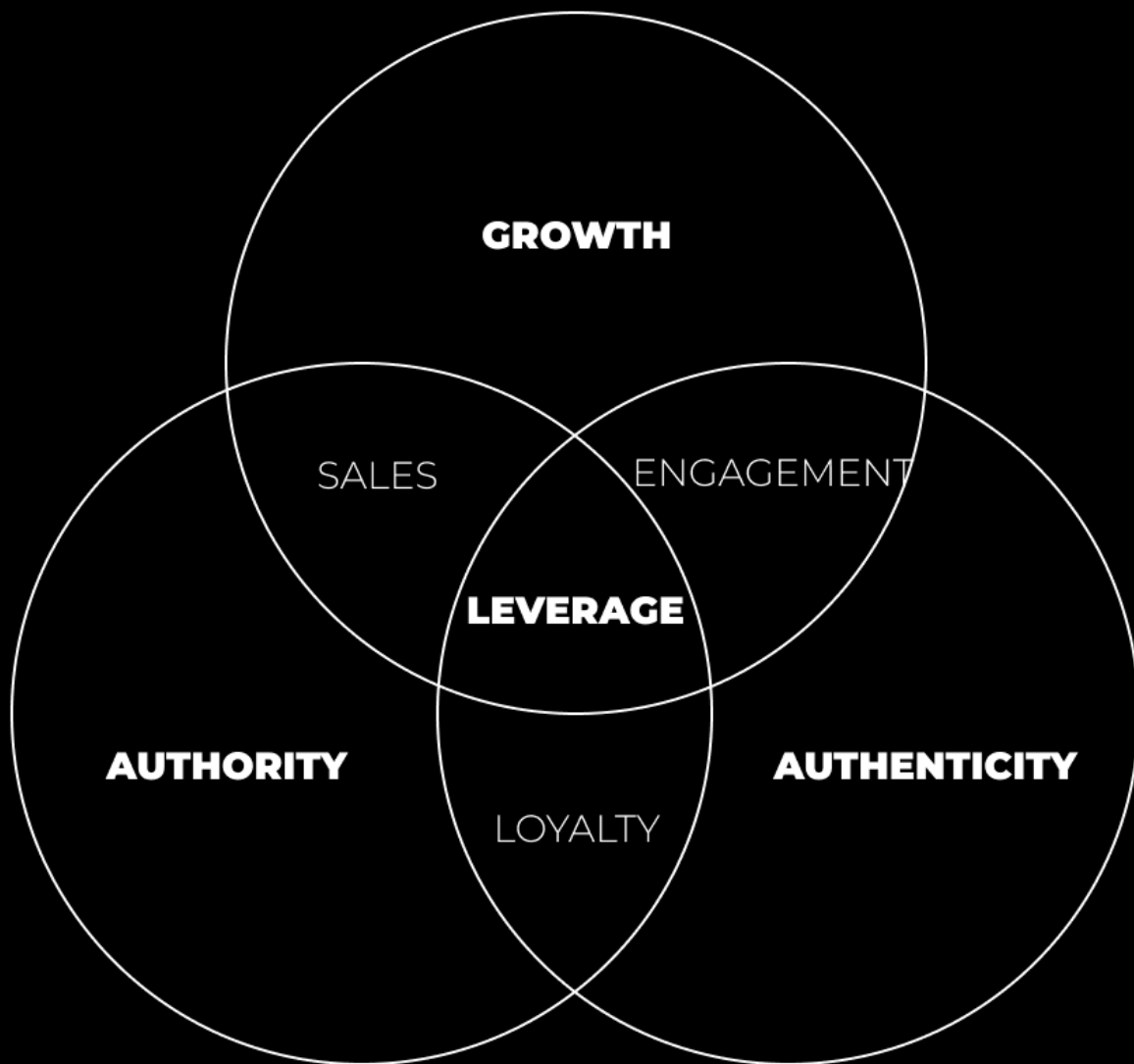
Neither do a week of tweets or a month of newsletters.

Your content over a 6-12 month timeframe is what determines your followers' perception of you.

It is very rare for somebody to go from non-follower to die-hard fan in anything less than a month.

During those 6-12 months, we need to be sure we touch on 3 pillars for what I call Social Leverage.

SOCIAL LEVERAGE



If you have high social leverage (you are covering all 3 bases) then you will open yourself up to more opportunities.

A brand with high social leverage is noticeable.

I would like to think that my social leverage score is high.

I can DM almost anyone and immediately be taken seriously.

I can close more clients because of how they perceive me. I can get on big podcasts just by asking. I can use my leverage on Twitter to exchange value with someone who has leverage on Instagram and have them help me grow. Same goes with LinkedIn or any other platform.

Once you build social leverage on one platform (like Twitter) you can transfer it over to others 10x easier. All you have to do is reach out to someone on that platform, tell them you have X amount of followers and useful strategies, and they'll help you grow.

Plus, you'll already have validated content ideas that you can transfer over and use to grow quickly.

The list of benefits goes on and on.

Of course, it will take time to build this leverage as a beginner — but it helps to zoom out and view it from a point of long-term leverage over the perspective of short-term money or virality.

An account that only focuses on one of these pillars (like a quotes account, theme account, meme account, or super niche account based on one skill) will not have these same opportunities. They will more than likely be ignored in the DMs as they struggle to make an income for themselves.

(There are caveats to all of this, super niche accounts can make good money, but do they enjoy the entire process? Are they able to talk about things that give them energy and fulfillment? Or do they have to stick to a script?)

If you only go deep into productivity as an example and don't talk about yourself, your interests, or your accomplishments — **you won't have as much leverage as the account that cultivates all 3 pillars of social leverage.**

The 3 pillars that need to be solidified in your brand over 6-12 months are growth, authority, and authenticity.

1) Growth

It should be obvious that if your brand isn't growing (in followers or newsletter subscribers) something needs to change in your strategy.

There is *always* something you can do to grow faster (you just may not have the specific knowledge to do so yet and need more practice).

The main thing that will determine growth is your content and top-of-funnel socials (like Twitter, Instagram, and LinkedIn).

- Is your content being shared?
- Will your content make people **click on your profile** and wonder "Who is this guy?"

- Is your content polarizing due to speaking with confidence on the subject at hand?

Other brand touchpoints play a role in this as well. Optimizing for growth in your content, profile, and replies will do you well. We will be doing this over the coming sections.

If you aren't growing, you may need to play to the algorithm a bit more. Study what kind of content is doing well, incorporate that into some of your tweets, and be sure it is getting shared by your connections (I will show you how to leverage other accounts and grow fast when we discuss content).

2) Authority

Authority comes down to 2 things: **depth and social proof**.

Depth = a deep understanding of one area of interest where you can create unique perspectives and compelling arguments for specific problems.

Social proof = credentials, titles, niche accomplishments, testimonials, and other things that display your authority in a space.

When you are just starting out, you won't have much authority. This is fine. Your job will be to establish authority fast.

3) Authenticity

Authenticity comes from:

- Documenting projects that you are working on. Everything is a project if you want it to be. Your mental, physical, spiritual, and financial development can all be spun into lessons for those that are 2-3 steps behind you.
- Expressing opinions, likes, and dislikes to relate with those in your audience
- Being vulnerable — but not in a pitiful way. Be vulnerable by talking about your losses and what you plan to do differently.

All of these should naturally fall into place over time. Everything you learn in this course are built around those pillars.

Insight: All Of These Intersect

If you are just starting out — or have yet to establish authority — that will be the first thing you focus on. A mixture of growth and authority is a great place to focus for beginners.

Once you've established authority you can easily pivot (since the content and other free information you've created to build that authority will be up forever).

Other Aspects Of A Compelling Brand

Here are a few other things I want you to keep in mind while creating your brand.

As you are creating all of these, be sure to emulate the profile pictures and overall branding of the accounts you aspire to be like (we will write these down in the next module).

1) Visual Storytelling

Have you ever come across a social media account and you instantly hold them in high regard? It's because of their branding, visuals, and vibe they are putting off.

- Is their profile picture giving off warmth? Confidence? Is it welcoming? Intimidating? Feminine? Masculine?
- What colors are they using? What emotions do those colors represent?
- Start studying people's accounts from both the written and visual perspective — how does their branding make you *feel*?

Colors and image composition should always be taken into account when creating your profile picture, header images, and other brand assets.

All of those should reflect the mood, tone, and "vibe" you are trying to give off.

If you want to self-educate as you build your first project (your profile) here are some resources.

Color theory — to understand and create your own color palette.

Choosing a brand font — to choose a font that resonates with your audience.

Design principles – to understand what makes visual designs pop.

Image composition — so you can direct attention with your visuals.

Profile picture composition — to create a profile picture that gives off the vibe you want.

How to take a headshot with your phone — to understand lighting and making due with what you have.

From those, you can research how to edit the style that you want to.

Side note: most of those resources talk about traditional branding. With a personal brand, you can usually get away with choosing colors and fonts that *you* vibe the most with. As you are attracting people that have similar interests as you.

I have always been a fan of black, white, a neon color, and the Montserrat font — so I exclusively use those for my brand and people associate those with me.

How are you capturing and directing attention with your visuals?

Understanding this will also help you understand why certain Tweets are structured in certain ways — they help guide the reader down the page to the next step (like engagement or clicking a link).

Remember, this course is about implementing systems. All of the necessary fundamentals you need to learn are available for free online (and they are easy to find).

Start creating your profile and use the resources above to practice iterating and making it better.

2) Your Hero's Journey



Previous Lesson:
Self-Management

Next Lesson:

Your Domain Of Mastery

