



Top Five

Personal Branding

Must-Haves

In today's digital age, building a strong personal brand has become an absolute must-have for professionals and entrepreneurs alike. A personal brand helps you stand out from the competition and showcase your unique strengths and talents. In this short guide, we will discuss **the top five things you need to build a great personal brand.**





#1 *A Defined Brand Persona*

Brand personas are NOT just for your customers and clients - they are for you, too! The first step in building a strong personal brand is to define your brand persona: **how you want to be perceived by others.**

You need to have a clear understanding of your values, strengths, and unique qualities. This will help you create a consistent brand image across all your online and offline platforms. Start by asking yourself the following questions and recording your answers. (P.S. - Don't just think it - use the space below to write it!)

What do you/your company really care about?

What is your professional superpower?

What makes you different from others in your role or industry?

What do you want to be remembered for?

What is one of the best compliments you've received from a client or colleague?



#2 *A Dynamic Website*

In today's digital world, having a professional website is a must for building a personal brand. **81% of shoppers complete online research before they buy** - that's a lot!

Your website is the central hub of your online presence, and it should reflect your brand persona, from the types of fonts you use to the photos you select.

Even small businesses and entrepreneurs need some kind of web presence today - a simple, one-page scroller will do the trick.

Here are a few elements we recommend having on your website to make sure your personal brand comes through loud and clear:

- "My Story" page or paragraph
- Photo or video of you/your team
- Consistent fonts and colors
- Your Logo
- Testimonials
- Links to your social media pages



#3 *Authentic Social Media*

Social media is a powerful tool for building a personal brand. You need to be active on the social media platforms that your customers/clients frequent.

You can share your expertise, engage with your followers, and showcase your personality. It's essential to be consistent with your social media presence and to share relevant and valuable content that resonates with your audience.

Don't be afraid to "give it away" - viewers tend to connect with information that's helpful and useful, rather than sales-oriented or promotional.

Not sure where to start? Here are four "voices" you can channel to make sure your posts stay interesting, informative, and true to your personal brand:

The PR Professional

Channel your inner PR professional to share news and updates from your industry and shine the spotlight on important stories.

The Professor

You have an incredible amount of knowledge in your field - share it with others! Educational posts engage and inform your viewers while showing off your thought leadership.

The Philosopher

People love hearing your personal stories - so go ahead and share those life lessons, those wins and losses, and those special memories. It helps people understand the woman behind the business!

The Promoter

It's ok to show off your work and your services - as long as that content stays balanced with the PR Professional, the Professor, and the Philosopher.



#4 *A Networking Strategy*

Networking is a crucial aspect of building a personal brand. Attend industry events, join online groups and communities, and connect with like-minded individuals.

Building relationships with people in your industry can help you gain exposure, learn new skills, and find new opportunities. Networking can also help you establish yourself as an expert in your field and create a strong personal brand.

Feel intimidated by walking into a room alone? We get it! Here are some great icebreaker questions and introductory statements to help you start a conversation with confidence:

- “Would you like to network with me?”
- “Why did you decide to attend tonight?”
- “I don’t think we’ve met; may I introduce myself?”
- “Do you know anyone else here?”
- “What do you like to do when you’re NOT networking?”
- “What’s a favorite project you’ve worked on recently?”
- “Are you originally from this city, or are you here on business?”
- “This looks like a fun group – would you mind if I joined your conversation?”



#5 *Patience and Consistency*

It's not the sexiest bullet point, unfortunately, but it's one that means a lot when it comes to building your personal brand.

Your brand should be consistent across all your online and offline platforms. Use the same profile picture, color scheme, and messaging across all your channels. Consistency will help you create a recognizable and memorable brand image, and it will help you stand out in a crowded marketplace.

Building a personal brand also requires work and patience; a brand isn't a logo - it's an ongoing conversation, impression, and feeling that flows between you and your clients/customers.



In Conclusion...

Building a personal brand takes time and effort, but it's worth it. By defining your brand persona, creating a professional website, building a strong social media presence, networking, and being consistent, you can create a strong and memorable personal brand.

Your personal brand will help you stand out in a competitive marketplace, showcase your expertise, and build a network of like-minded individuals.

Like what you see? Need help with your personal brand? The Divorce Divas are here for you! Get in touch with us at info@divorce-divas.com.

