

5 Steps to Personal Branding

1. The Power of You

Whether you're starting a business or branding yourself, marketing yourself is a way for consumers and potential clients to connect with you. You want to be personable, friendly and create the image for product or brand.

People connect with other people, so don't be scared to put yourself out there. Posting is always the first step, but it will get easier and then it will become habit.



3. Define Your Brand

Have a clear brand identity; who are you? What does your company or yourself stand for? What are your ethics? Consumers are drawn to like minded brands, so by having a clear brand identity it makes it easier for them to choose your brand. Having a clearly defined brand strategy and guidelines is an easy and effective way to make all of your social media posts cohesive and have a cohesive visual aesthetic.



5. Engagement

Engage with your audience, tell them your story. People are really drawn to authenticity and love to connect with people on a deeper level. Reply to the comments, and be really engaged with your audience. Showcase your accomplishments and milestones and even share your failures. Engaging with your audience creates connection and people are more likely to stay with people and brands that they believe in and connect with than those they don't.



2. Brand Identity

Have cohesive branding is a simple and effective way to brand yourself and create a brand identity. Keeping a brand simple, effective and cohesive is an easy way to create brand recognition. By creating templates, fonts and style guides, it will save you so much time. Research your industry, see what trends are out there and then work with a designer to create a cohesive brand identity. Less is always more.



4. Consistency

You have to be consistent with your posting, and you have engage your audience. Audiences love videos, and short form videos like reels are effective ways of enticing new clients and consumers. Consistently posting helps with brand engagement and can create a larger audience. Being consistent with the type of posts you posts and the time of those posts creates brand loyalty.

