

Simplifying Personal Branding For You in 5 Easy Steps

Divya Shah

FOUNDER, BRANDORATE

Personal Branding

What exactly is personal branding?

Is it just putting out content on social media, and being authentic? Or is it more than that?

Tbh, I was confused just like you and wanted to understand all of it on a deeper level. After reading through tons of blogs, watching videos and listening to podcasts, and learning from my experience — I'm sharing with you **5 pillars** on which you can start building your personal brand.



Divya Shah
Brand Strategist

Pillar 1

Purpose

It is one of the highly underrated concepts in the space of branding. No matter if you're building a company brand or personal brand, having a purpose is important.

So, what exactly is the purpose? How do we define it?

To put it in simple words, know why you're doing what you're doing? When you define the why behind your actions, you can gauge if your action needs the energy you would be putting in to perform it. Why can be:

- To earn money
- Build community, etc.

[Want to find your why? Book a consultation call](#)

Define Your Core Values

While your purpose is defined, now you need to define what your brand stands for. Okay, this might sound a little confusing, and hence, I will break it down for you.

To find your core values, you can ask yourself these questions:

- What do I stand for as an individual? You're likely to associate with some cause; thus, you should believe in some value.
- How do I want a third person to define me? What is the first thing that comes to someone's mind when they hear my name? In other words, beyond your work, how should you be recognised by the crowd?

[Need help finding answers? Book a call, today!](#)

Pillar 3

What Are Your Skills?

Now that you have set the base for building your personal brand, figure out how you can leverage it?

In simple language: Sell your skills, and make money.

The next **important** step is to **recognise the hard skills** that you can monetise. For instance, my hard skills are writing, marketing, strategising, branding, and coaching.

I have used these skills to create packages for my clients, and sell my services. Remember, it is always a better idea to sell packages than one-off services.

[Struggling to recognize your skills? Book a call, today!](#)

Pillar 4

Define Target Audience

By this stage, you should be in a good place if you have worked on the above pillars.

The next step is to clearly define who are you adding value to? Is the value addition worth it, or are you just one more in the crowd? **Ask these questions to yourself.**

1. What industry do they belong to?
2. What is their micro-industry? For instance, if it's a SaaS industry, then is it healthcare, retail, finance, etc.
3. Their job title: Founder, Solopreneur, Coaches, Consultants, Marketing head, etc.
4. You can further niche down to specific geography. However, this isn't necessary if you're just starting.

[Want to create your customer avatar? Book a call, today!](#)

Pillar 5

Choose The Platform

And we're in the final stage of this process.

Choosing the right platform is essential, because you want to be present where your audience hangs out.

If they hangout on LinkedIn, and you're building your brand on Instagram, you'll struggle to find clients for your business. If they hangout on both the platform, gauge the pros and cons of each platform, choose one, and start building your brand on that platform.

So, how do you do it?

Start with posting relevant content. Tell your audience, how you did what you did. Walk them through journey and not end result.

[Got more questions? Book a 1:1 consultation call](#)

Take the control of your story before others' take the charge.

If you are struggling with building your personal brand, I'm here to help you. Use this guide to take the first steps. Write back to me, if you're still struggling, and we can take it ahead through a call.

Alternatively, you can directly book a 1:1 Consultation Call with me to fast track the process for you.

[BOOK A 1:1 CONSULTATION CALL](#)

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