



8 tips to Build and Grow Your Personal Brand

Review your answers from the 'Define Your Brand' worksheet.

Do they reflect your uniqueness and how you would like others to perceive you?

Are there things you want to change about yourself?

What do you want your personal brand to look like?

1. Mission Statement

Come up with a mission statement that aligns with your personal brand and revisit it as required.

2. Figure out how you want to build and share your personal brand with others

Social media is an excellent sharing source you may like to create your own personal website and start blogs or vlogs. Choose the online platform/s that suit you best and start posting!

3. Personality

So now you have chosen your sharing platform/s, what will you share with others to portray your personality? Remember, everything we post on social media forms part of our personal brand, so make sure you think about what you want to share before you share it.

4. Mannerisms, habits and body language

Using the answers from your worksheet, do you have any bad habits you want to get rid of? Whether it's to stop smoking by using hypnotherapy or patches or stop using foul language by implementing a swear jar, whatever it is you would like to change to help create a personal brand you are happy with, find out what you need to do and take action!

5. Values

Working through your values, is there any action you can take that aligns with your personal brand? If you have strong opinions about helping the homeless, then you might like to volunteer at a soup kitchen or pack Christmas hampers for the less fortunate. Whatever it is you believe in or have a moral stance on, there are many community groups and organisations you can share your personal brand with.

6. Passions, interests and hobbies

Join groups that tie in with your interests or hobbies, whether it is Facebook, LinkedIn or community forums or even physical groups in your local area. Are you a foodie? Create images or videos of your food creations on Facebook or Instagram or create a personal website containing food blogs.

Photographer? Post your photo gallery on Instagram or Pinterest. Share your knowledge and passion for your interests or hobbies and before you know it you are building your brand!

7. Personal style

Whether it's a new haircut, a shopping spree for a new look, joining a gym to get fit or choosing a healthier diet or you don't want to change anything about yourself, find your own style and flaunt your uniqueness.

8. Career

Work on your strengths and skills and start following company accounts, pages or people on LinkedIn that will help you gain more knowledge in your industry. Liking and commenting on industry posts will help make the business world aware of you and build your brand.

Remember: above all, stay true to yourself and focus on becoming the best version of you!