



# Personal Branding Checklist

**Must-Do Steps to Launch Your Personal Brand**

## Build Your Distinctive Brand

**Be Vulnerable!**

Be open and talk about issues that truly have made an impact on your life. You will receive feedback both good and bad from the world of the internet but this is just one step in establishing your personal brand and becoming a community thought leader.

**Hit Publish, Go Live, Just Do It.**

Many will tell you that doing it the first time is always the hardest regardless of the leap. That rings true with building your online brand. Action is always bears more rewards and you can always improve. Go public, say something and begin letting your ideas flow.

**Communicate Your Value**

Who are you helping and how? Be very clear and concise on these points in everything you do. Make sure it's no mystery or that multiple platforms show varying levels and types of interest.

**Just Do You**

Be honest, be transparent and most of all be human. There is no connection stronger than being able to relate with another human on well, simply being human. None of us are perfect, we all make mistakes, don't be afraid to broadcast your personal growth experiences.

## Create a Winning Online Image

**Put a Face with the Name**

Professional headshots are vital. They first of all, prove you're real and drive higher engagement from users no matter the platform.

**Use a Punchy, Definitive Tagline**

Pick three words that define your professional image. Remember, this is your first impression so make it impactful.

## Carefully Craft Your Story

Simplify and shorten your bio. Make it specific and leave the reader with a very clear impression of you, your successes and your passions.

## Keep Your Story Consistent

Aside from simply lacking the ability to confirm an online profile belongs to you. Nothing is more important than displaying a consistent image across platforms. Take care in ensuring your story, tagline and profile picture are consistent across platforms.

## **Build Your Audience & Network**

### Speak to All That Listen

Find ways big or small to speak in front of an audience. Not only will this give an evergreen confidence boost, it will also begin establishing your authority in areas of expertise. Differentiate yourself from the masses by taking the public plunge.

### Document Your Participation

Take photos, video, audio and practically any documentation you can of events which you participate in. Doing so builds a cache of content that allows you to quickly build social credibility and authority. Don't miss this vital step!

### Invest with More than Money

Don't be afraid to ask questions, share ideas and collaborate freely with others. To get one must give without question. Many times we may lose sight of the desire all humans have to help. Want to get a picture with Mark Cuban? Let me guess, you haven't asked have you? Take the time to invest in building relationships, knowledge and connections. Like a wise investment they will pay dividends many times throughout your life and career.

## **Looking for More Help in Distinguishing Your Personal Brand?**

**Book a Consultation Today**  
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