



INCUBATORstudio

Growth Catalyst

PERSONAL BRANDING, YOUR PROFESSIONAL LIFE ENHANCER

*Share | Reach | Move
Connect | Impact*

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“In medio stat virtus.”

Aristotle

- ☒ You don't want to become an influencer, but do notice that those who have a voice get more opportunities.
- ☒ You dislike being on the frontline, but know that's the best way to initiate conversations.
- ☒ You are struggling to stand out from your competitors even if you've been told on various occasions you're doing an amazing job.
- ☒ You have an untapped potential that too few people are aware of, or see.
- ☒ You need [more] visibility to fulfill your professional dreams as an employee, an entrepreneur, a startup owner or a CEO.
- ☒ You are inhabited by messages that are worth sharing.
- ☒ You have ideas that could seriously impact lives if they were implemented.

THEN PERSONAL BRANDING IS FOR YOU!

What is it exactly?

Personal branding is an intentional & structured activity to promote yourself as you would promote a brand. It is a conscious effort of positioning yourself as an authority & a reference in your field of expertise or your chosen niche. Its goal is to influence the public perception of you by displaying & sharing what you want people to remember about you (skills, experiences, personality, story, achievements, expertise, actions, messages...). It helps build your credibility by differentiating yourself from the competition (or just from the others), in order to advance in your career, increase your circle of influence, scale your business & have a bigger impact.

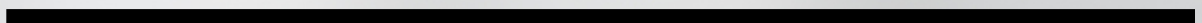
The term was first introduced by Napoleon Hill in 1937 (*Think & grow rich*), but it became popular thanks to Tom Peters in 1999 (*The project 50*). The concept has been widely adopted since the massive use of the Internet has become the norm, as social media & online identities affect the physical world.

Personal branding is no bragging, it's proper positioning. The first step of a personal branding strategy is therefore to decide where you want to stand as compared to other professionals in your area of expertise as well as in the mind of your target audience. A sharp positioning will help you differentiate yourself & always be considered as the go-to option among others.

If you don't show the world what makes you unique or what you are capable of, people will never guess. Start letting them know now!

In this workbook, we give you the keys to build & implement an impactful personal branding strategy that will enhance your professional success.

WHY IS PERSONAL BRANDING RELEVANT FOR YOU?



“Personal branding is the art of becoming knowable, likable & trustable.”

John Jantsch

Personal branding is not for influencers, celebrities or big CEOs only. If you want to **climb up the ladder** in your professional life, you need to build up your personal branding. It is not about becoming influential. As a student, employee, neo-entrepreneur, serial entrepreneur, leader, during a career transition,... being branded will help **you stand out** from everybody else, demonstrate your aspirations, knowledge, expertise & skills in your areas of interest. In a nutshell, it will help you **be the favorite one & be chosen** throughout your professional career.

More than ever, people do business with people. Your potential partners, recruiters, employers, contractors, suppliers & clients do their homework to google you out... Offer them at a glance the **full picture of your personality & talents** on a golden trail!

Once again, it's no bragging, but only proper positioning. Help them all know who you truly are; give them a **clear understanding of what you stand for**. We live in a branded world. The impact of influencers on societies, trends, consumption habits, etc. is increasing day after day. Every expert now needs to **be[come]** a voice in order to **transform aspirations & expertise into revenues**.

SO, ARE YOU READY TO:

- **Position yourself as you want to be seen?**
- **Be recognized by your name?**
- **Make yourself memorable?**
- **Stand out from competitors?**
- **Have more authority?**
- **Control your image?**
- **Highlight your strengths & passions?**
- **Help people know you better?**
- **Lead more, win more, earn more?**

- **Widen & inspire your audience?**
- **Keep close contact with your network & community?**
- **Build credibility?**
- **Be trusted?**
- **Increase your impact?**
- **Initiate more conversations?**
- **Be the favorite choice?**
- **Develop your network?**
- **Create opportunities?**

At Incubator Studio, we have been studying personal branding with international experts for years & have analysed about a hundred personal branding strategies. Based on that, we built a top notch program to guide clients in the establishment of their personal brand & we have designed a turnkey personal branding website that includes the vital & necessary content to share.

If you are a professional willing to pimp up your personal brand & establish your credibility on your market, this solution is for you.

AUDIT YOUR CURRENT PERSONAL BRANDING

We'd like to encourage you to reflect on your existing personal branding & positioning. What's the status of your current brand? Answering the following questions will give you a clearer picture of what is going on.

- ☒ When did you start working on your personal branding consciously?
- ☒ Do you have specific goals?
- ☒ Which channels do you use to communicate?
- ☒ Which tools do you use to research, write, plan, automate, measure?
- ☒ What are the key messages you convey?
- ☒ What are the strengths you expose?
- ☒ What are the weaknesses you expose?
- ☒ What are you known for?
- ☒ What does it bring you in your personal life?
- ☒ What does it bring you in your professional life?
- ☒ Do people tell you in real life that they read you or listen to you online?
- ☒ Do you get lots of private messages about what you share?

**“Your personal brand is what people say about you
when you are not in the room.”**

Chris Ducker

SET THE GOALS FOR YOUR PERSONAL BRANDING ACTIVITY

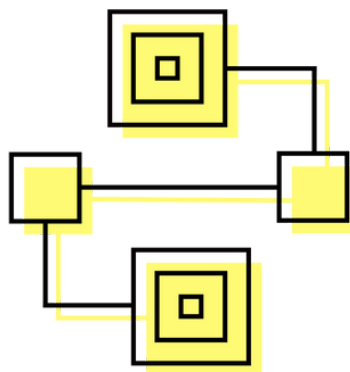
After the self-assessment you've just made, it's time to set up goals in order to be clear about what you expect from your personal branding strategy. Indeed, unless you set goals, you won't reach them. The following questions will help you understand to what extent personal branding will enhance your professional life.

- ☒ What do you want to accomplish as your greatest dream in life?
- ☒ What are the messages you carry deep inside you, that you cannot just keep for yourself?
- ☒ What are the main struggles you've been facing in the last 3 years, that prevented you from being as successful as you wanted in your professional life?
- ☒ What do you want to get out of your personal branding, that you currently do not have in your professional life?
- ☒ What type of people would you like to reach, that you currently do not have access to?

- ☒ On which channels can you commit to reach them?
- ☒ What type of content would you be willing to create (podcasts, videos, articles, posts, lives...?)
- ☒ How often do you want to communicate?
- ☒ How much time per day & per week can you dedicate to your personal branding?
- ☒ Is there any skill you need to develop to nail your personal branding?

“What if building a consistent personal brand improved the results of your professional life?”

Aurélie Bécot



DEFINE YOUR PERSONAL BRANDING STRATEGY

Now that you have clarified your goals, let's establish solid foundations for your personal branding. Strategy, choices & structure, here we come!

- ☒ Who is your target audience? List at least 5 avatars.
- ☒ What are their main pain points?
- ☒ What are their main aspirations?
- ☒ Why do you get up every morning?
- ☒ Which are the main 5 subjects you would like to talk about?
- ☒ What are the main messages you would like to convey?
- ☒ What are the values you want to display?
- ☒ What makes you unique?
- ☒ What do you want people to associate you with?

- ☒ What do you want to be known & remembered for?
- ☒ How would you like to be seen by others?
- ☒ What value can you create in people's & companies' lives?
- ☒ How do you define your tone of voice?
- ☒ What are the 20 main keywords to attach to your personal brand?
- ☒ What are the main messages you would like to convey?
- ☒ What are the main 20 hashtags to use in your communication?
- ☒ What are the platforms you will be using & stick to?
- ☒ Which tool will you use to create your visuals?

“Personal Branding is about building authority that gets people to pay attention to your message & want to share it & recommend it to others.”

Mark Traphagen

MAKE A PLAN THAT WORKS FOR THE GREATER GOOD

Well done, you have now defined the basis of your personal branding strategy! What matters now is to ensure you stick to some golden rules that will make your project sustainable.

1| POSITIONING

As mentioned, positioning is of major importance. **Stick to what you have defined** & agreed with yourself black on white. It will ensure you stand out, your messages resonate with your targeted audience & trigger them to take action.

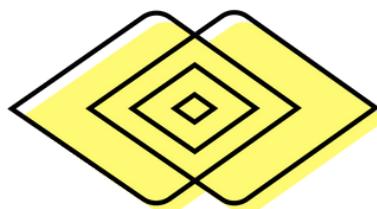
2| STRUCTURE, REGULARITY & CONSISTENCY

In order to have a significant impact on your target audience without being overwhelmed by the additional workload, you must structure your personal branding activity. First, we advise you to have a precise calendar that lists per channel: your themes, types of post, date of posting, visual used etc... This will allow you to follow what you are doing & if needed, to adjust what needs to be refined.

Moreover, if you want your audience to keep on following you with loyalty & have an interest in what you share, you must be consistent: stick to the key messages you want to convey. There is no better way to strengthen your authority & credibility. Share content in line with the topics you have defined only. Write for your avatars rather than for robots or to follow the latest trend. Publish regularly. Become predictable.

3| CONVERSATIONS & RELATIONSHIPS

Don't be scared to present the real you to the world, **structure your personal branding activity**. Personal branding is about **promoting your authentic self**. Embrace yourself with no shyness! Believe us, people have interest in you for who you are, this unique individual with his or her unique personality, values & projects. Talking with your guts is really important: nobody wants to read or listen to robots, but real humans who understand their fears & their pains in real life. As we say, **reach the head + touch the heart!** Storytelling will help you achieve that & create interactions. People who feel they know you personally thanks to what you share, are more likely to interact genuinely with you. Even if personal branding is about you, don't be egocentric & **create space for interactions with your audience**. Your audience will propel you to your top. If you have conversations with them, you create trust relationships & therefore opportunities within your community. **Emotions & relationships** are the keys to be memorable & chosen.



4| VALUE CREATION

If you want to appear as the best option for this new project, for this brand, for your ideal client, for a new job, for this community... don't forget to **create value in everything you do & share**.

Offer time, expertise, sessions, conversations, workbooks, client cases, whatever best applies to you! Prove to your target audience that you have the **solutions** to their burning problems & the **answers** that match their dreams & aspirations as individuals or companies.

5| RESULTS ASSESSMENT

Last but not least, if you want to make sure your personal branding activity helps you fulfill your professional dreams & projects, you must **measure its results on a recurring basis**.

Measuring the extent of your impact will help you make strategic decisions in order to improve. You can't guess what people think about your personal branding or if they are touched or interested in what you do, unless you **reflect on the data you collect**.

Don't neglect this aspect & review monthly your results for adjustments & improvements.

**“Personal branding is how you distinctively
market your uniqueness.”**

Bernard Kelvin Clive

CONCLUSION

**"If people like you, they will listen to you,
but if they trust you, they'll do business with you."**

Zig Ziglar

Building a results-driven & impactful personal branding strategy takes time, but we truly believe it is worth the intentional effort. Our clients will tell you the same. Your personal branding indeed helps you **shape your public image, build trust relationships, initiate conversations & create you the opportunities you deserve** on a daily basis. It is an ongoing process: don't give up too early.

Whether it is to promote your company, promote yourself for a job or gain visibility in your niche, don't neglect it, don't under-estimate its efficiency & start working on it **NOW!**

If you are struggling to build or develop your personal branding strategy, we are here for you & would be happy to collaborate towards your success. Don't hesitate to email us!

*Ready to market yourself just as
vigorously as any product or service?*

WHO ARE WE?



AURÉLIE BÉCAT

*Positioning Strategist &
Brand Therapist*



CORALIE ROCQUE

*Art Director &
Web Identity Designer*

**Extracting from your brand essence
the strategic acceleration of your success.**

We designed & built a boutique consultancy that supports the go-to-market & growth of solopreneurs, startups & SMEs. Incubator Studio increases small companies' authority, reach, traction, impact, success & profits.

INCUBATOR studio

Growth Catalyst

**LET US
BRAND YOU!**

To your success!

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