4 steps to develop a personal brand that grows your solopreneur business

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Why develop a personal brand?

More widely known

- Grow your following
- Land more speaking gigs
- Featured in press
- Invited on podcasts
- Exponential growth

Increased revenue

- Competitive edge
- More referrals
- Increased leads
- Raise rates

Figure 1. Relative Hourly Rates Buyers Will Pay, By Visible Expert Level

The Winter's Tale
What Happens in Hamlet
PLAYS
RICHARD III
Oliver Twist
Jane Eyre
Emma
Hard Times
Middlemarch
Pirates
Dark Reality

GRAFFITI:

Organico

ApisProtect

future forests

STORYTOYS

What on earth is a personal brand?

A personal brand is a widely-recognized and largely-uniform perception or impression of an individual based on their experience, expertise, competencies, actions and/or achievements within a community, industry, or the marketplace at large.

- PersonalBrand.com

A perception or emotion, maintained by somebody other than you, that describes the total experience of having a relationship with you.

- Be Your Own Brand by David McNally and Karl Speak

How to develop a personal brand

It’s not any one thing you do,
it’s all the things you do.

- Bonnie Gilespie

4 steps to develop a strong personal brand

- Define *your personal brand*
- Align *your online presence*
- Shine *through your content*
- Amplify *your message*

STEP 1

Define Your Personal Brand

Define your personal brand

- Values
- Brand Voice
- Dream Client
- Transformation
- USP
- Purpose

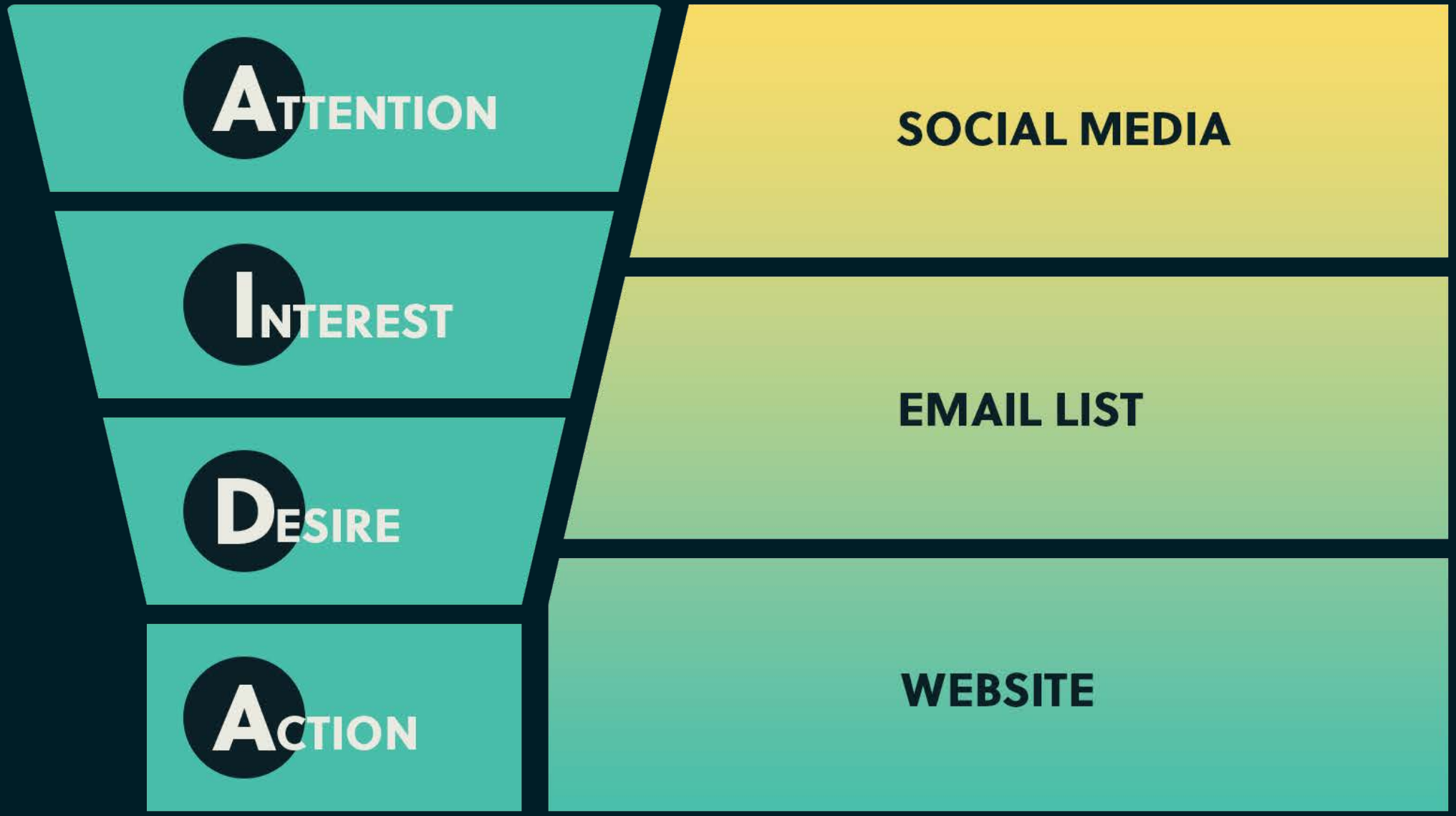
mixpanel
UNDERSTAND EVERY USER'S JOURNEY WITH INSTANT INSIGHTS
PRODUCT SCHOOL
SILICON VALLEY
Workfront

Oh, that's **[name]**, they help **[who you help]** to **[what do you help them with]**, they're very **[personal attribute]** - go to them if you want **[main selling point]**

STEP 2

Align Your Online Presence

ATTENTION
INTEREST
DESIRE
ACTION


ATTENTION
INTEREST
DESIRE
ACTION
SOCIAL MEDIA
EMAIL LIST
WEBSITE

STEP 3

Shine Through Your Content

Every piece of content should serve your dream client

- Solve a problem
- Answer a question
- Ask a question
- Entertain
- Invite

Develop your unique point of view

- What makes you different?
- What do you disagree with?
- What do you feel strongly about?
- What other experience could you draw on?

STEP 4

Amplify Your Message

Discoverable body of work

- Blog
- YouTube Channel
- Podcast

Paid Advertising

- Google Ads
- Meta (Facebook & Instagram)
- Twitter
- LinkedIn
- TikTok
- Pinterest

Other Audiences

- Social media lives
- Being a podcast guest
- Guest blogging
- Speaking engagements
- Collaborations
- Newspapers / Magazines
- Radio
- TV

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How to grow engagement on social media with purpose and authenticity

Get our talk on 8 tips to help you create outstanding content when you sign up to our emails:

www.frankandmarci.com/grow-engagement/

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Connect with me

www.frankandmarci.com

www.linkedin.com/in/frankprendergast/