

STARTUP
ENTREPRENEUR
ACADEMY™

Setting you up for business success

Identifying Your
Personal Brand
Worksheet

How to Grow your Personal Brand

(worksheet) By Saloua Ibaline

1. How to identify your personal brand.

Ask yourself:

- What would you like people to say about you and your business?
- What makes you stand out from the competition?
- What value would you say you provide?
- What problems do you easily solve for others?

Brainstorm and make a list of qualities you want your personal brand to be recognised for. Then narrow it down to 3 items. If you get stuck ask around you and/or do a survey.

2. How do you Identify your strength & style

Ask yourself:

- What would you like people to say about you and your business?
- What makes you stand out from the competition?
- What value would you say you provide?

3. How to Identify your Target Market?

Ask yourself:

- Who would benefit the most from my services?
- Where do my potential clients spend their time?
- What do they like and want?
- What problems do they have?

4. Build your online presence

Once you have identified the problem you solve, your ideal client and your branding style. It's now time to add valuable content to the online platforms that best suits your interest.

Ask yourself: What social media platforms makes more sense for my business?

Is your product visual? **Instagram**

Is your ideal client a professional, working in corporate America? **Linkedin**

Are you a motivational Speaker? **YouTube and FB Watch.**

5. Collaboration- Cross Promotion

Use social media to find other professionals who are in front of your audience. Offer to speak in front of their audience and if you generate leads offer a kickback using affiliate links.

6. Build your website and Grow your email list

- Start by building a simple website using Squarespace or Wix for example, until you generate enough revenue to hire a professional to create a custom website for you.
- Offer your visitors a valuable gift such as a free download or a coupon code in exchange of their emails. Use Mailchimp or a similar tool to help you link it to your mailing list.

7. Build Credibility

Build your business credibility and reputation by launching products, such as courses, classes, programs and more...

Ask yourself. What product could back up my brand's credibility?

This will not only help your brand grow, but you will be in constant relationship building mode, continuing to grow your social media platforms, engaging with your potential clients and make you and your business a success.

BONUS exercise:

Create your personal branding statement

Your personal branding statement will clearly describe what you do and who you serve. In one sentence or two put together the information you just gathered previously.

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