

7 KEYS TO A BUILDING **A POWERFUL** PERSONAL BRAND



Introduction

When you are a budding entrepreneur, and you begin to look into developing a personal brand, you will notice that there is an abundance of information that exists regarding the concept of branding. Branding can seem confusing, given the sheer quantity of elements that need to be taken into consideration. But, by focusing on these seven elements you will build a powerful and successful brand.

There are several elements to a powerful personal brand: message, a loyal audience, quality content, consistency, authenticity, monitoring your progress, and living your brand. These seven keys to success will help you build a powerful personal brand. You need to fully comprehend these key elements before progressing to the next phase of your operations.

By concentrating on these seven keys to success, you will build a strong foundation for your brand. Nevertheless, your brand will not be successful unless you pay attention and are aware of the results and consequences. You need to overanalyze how you are communicating your brand and the response it incites in your audience. You need to research your industry and your competition to ensure that

you are remaining up to date with trends and not getting left behind.

To build a powerful, lasting brand, you need to believe in it; the following areas will help you develop your personal branding strategy and give you the confidence you need to live it.

Brand message and purpose

One of the most important elements of branding is the message. The message is dependent on who you are and what your brand is attempting to portray. The purpose and message of your brand is one of the first things you should be developing and is the most important to get right; it is the true foundation of your brand.

You should brainstorm a series of things that you want to be associated with your brand. This list should include adjectives outlining the impression you want to give and design elements, such as preferred colors or images.

The message of your brand will be the underlying theme to the remainder of your branding strategy—meaning that it needs to encapsulate the essence of what you are trying to achieve. It is the combination of who you are and what your goals are. Your brand is a way of presenting yourself to your audience; you are showcasing a combination of your

successes, education, experiences, personality, dreams, and goals in a palatable manner for your audience.

If you are unsure of your brand's message, your audience will notice.

Be explicit and clear about who your brand is and what it is conveying. Use your life and your personality to present a real vision for your personal brand. Be proud of your personal branding and the power will follow.

Target Audience

Your audience will be the make or break of your brand. If you do not have an audience, you will not have any success. One of the biggest mistakes made in business is not specifically defining a target audience. Some, likely failed, entrepreneurs have believed that by being vague about their audience they are appealing to more people. In fact, the opposite is true. By not specifically appealing to one group of people, you are not appealing to anyone.

To be a powerful brand, you need to build a strong connection with your target audience. But, before doing so, you need to figure out exactly who they are and what they want. You, essentially, need to psychoanalyze your audience in order to connect with them.

First, you need to understand them from a demographic perspective. This means determining their age, gender, location, education, family, and technology, etc. These areas will help you paint a portrait of what they look like.

You then need to determine who they are psychologically. What are their wants, needs, values, beliefs, and attitudes? What are they missing or where do they struggle? By understanding who your audience is on both a superficial and a deeper level, you can cater your content and strategy specifically towards them and build a stronger connection with your audience.

Once you have defined your audience, return to the purpose, and the message of your brand; do they align?

You then need to look at your audience's media use and position yourself accordingly. Your brand should have profiles on all the platforms that your audience uses and use the platforms appropriately in an engaging manner.

Quality content

Creating content is one of the best strategies to grow your brand and authority. Firstly, you need to utilize the platforms that your audience does. Create accounts and brand them inline with your branding strategy.

Then you need to create quality content. While it sounds simple, it is easier said than done.

Not only does the content you post need to be appropriate for the platform you are posting it on, but it also needs to incite a response from your audience. It needs to align with your branding—in visual design elements and also be in-tune with your brand's message.

Your content should be unique and consistent. It should be relatable to your audience and convey the point that you need it to. A good way to build engagement on your content is to include a call to action in your post. You want your audience to be liking, sharing, clicking links, or writing in the comments.

In order for your content to gain traction, you should be looking at what is trending in your industry (both in terms of specific content and post types) is a valuable way to add to the wider conversation and grow your audience.

Create content that is so good that your audience taking action is inevitable and irresistible.

Consistency

Being consistent is key. You need to have quality content and overall branding that is uniform and unique.

It is simple visual branding elements that can bring you down. For example, make sure you are using the same fonts, color schemes, sounds, and consistent elements in your posts. Inconsistent features in posts such as these are such an easy way to make you seem unprofessional, and therefore untrustworthy. Ensuring that these effortless aesthetic elements are consistent shows that you care and are serious about the impression that your brand gives off.

If your brand is inconsistent, it can seem disreputable.

Everything that your brand does needs to be consistent with the branding, its message, and its mission. You need to remain on-brand at all times. This will make it easier for your audience to build a relationship with your brand as they will have clear expectations for your personal branding strategy. The personality that your brand is presenting to your audience also needs to be consistent, while still seeming like a dynamic and authentic person.

Creating a consistent posting strategy and ensuring that the quality of your content is also consistently high. Take the time to reanalyze your content to make sure it is consistent and aligns with your brand's mission.

Being consistent is the best way to be seen as trustworthy.

Authenticity

Your personal brand needs to show that you are a real, authentic person, with hopes and dreams—not just a business strategy. Having a personal brand does not mean that you need to create a false persona, it is simply a method of showing strategically who you are.

We have all seen the number of accounts and brands that exist online. In addition to this, given how easy it is to edit posts, add filters and alter photographs, it is incredibly easy to fabricate a personality and a false perception of reality.

However, audiences do not want to engage with “just another brand.” They do not want to do business with a faceless avatar in a business suit. They want to work with a person. They want to look up to someone and follow along as they meet their goals and create their dream life.

Do not figuratively, or literally, photoshop your personal branding. It is called a “personal” brand for a reason. That being, it is all about the perception you create around select elements of your personality; but it needs to be real.

Being authentic will make you seem real and will build a strong connection with your audience.

Monitoring

You need to monitor your brand's progress. You should be monitoring it in several areas: your original mission and message, reaching your target audience, and are making the progress that you desire. Monitoring your brand simply means that you are checking to make sure you are on track to meet your overall goals for your brand.

First, you should be monitoring to make sure that the work that you are doing aligns with your brand's original mission. This can be as simple as revisiting your content to ensure that it is portraying the messages that you want and that your audience is viewing it how you planned.

Second, monitor whether your brand is reaching your target audience. You can use analytics and data to make sure that your brand is reaching the right people. And, if it is not, think about why. Try and change your platforms and positioning to reach your audience—or alter your audience.

And third, monitor that you are on track to meeting your goals. This is simple but obvious. Make sure that the work you are doing and the effort you are putting in is helping you to reach your goals.

If any of your monitoring reveals suboptimal results, you have a choice to change it. Refusing to change and adapt

will make your brand appear static and weak. True strength comes in being able to change.

You also need to monitor your industry and your competition. Do not remain too naive of what others are doing and get left behind. Being aware is key to success and pivotal to building a powerful brand.

Living your brand and building a community

While we have mostly focused on your online branding presence (which is likely one of the main places where your audience will be interacting with your brand), you also need to carry your brand with you in your everyday life.

Your brand will appear online in such a curated way, and it needs to. But, in order, to build a credible, lasting brand you should bring it offscreen, too.

A method of doing this is building a network of likeminded people within your industry. Interacting and networking with other key, important players in your industry will make you seem like one of them. Being tagged in their posts or coming up as a suggested account will help build your audience. Additionally, it leads to collaborative opportunities. If your audience believes that other brands trust and support you; then they will too.

You should also build a community with your audience. This ties into authenticity and consistency, but also adds a level of relatability. Making your audience believe that they are a part of your brand is a great way for them to engage with you. People want to be included and be a valued part of a community, and, by interacting on a personal level with your audience you are increasing your engagement and building a brand.

By showing your audience that your brand is not just a brand, but, your personality, and your way of life, it adds a level of power to your branding strategy.

In conclusion, by developing these seven areas, you will build a strong foundation for a brand. In some ways, a brand is like a house; you need to build a strong foundation, else the cracks will begin to show, and ultimately it will crumble.

Spending time at the beginning of your branding creation process doing a thorough job of planning and outlining your personal brand will give your new venture the groundwork that it needs to succeed.

Above all, you should be updating your branding strategy as the industry and your audience grows, powerful brands adapt, change, and conquer.