PERSONAL BRANDING

7 Tips to Consider

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• To generate debates and discussions on these issues;
• To proffer recommendations on civil society involvement in advocacy;
• To provide recommendations to policy makers.

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Building your Personal Brand: 7 Tips to Consider

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INTRODUCTION

You own a brand called, “You.” In other words, we all own a personal brand, whether you like it or not, or are aware of it or not. That is why your personal brand is supposed to be your number one business or prime concern; and you must consciously nurture and preserve it, just like any other valuable asset. So, when you hear of a personal brand, the business that should first come to mind is that of “your person”, and not that of some business enterprise or venture, elsewhere. Hence, your first product, service, or business is none other than, “You.” By not being able to first promote yourself, you can’t easily market or sell your product, service or business idea. However, not everyone is consciously-branding the brand called, “You”, and if at all, a few do so unprofessionally. If you don’t purposefully brand yourself, others will define you in their own way(s), and most likely, wrongly. All these shroud and adulterate the intrinsic value of your original brand. This is the reason why personal branding matters.

II. TIPS TO BUILD A ROBUST PERSONAL BRAND

Hitherto, branding was relegated to corporate settings, but today, the narrative is changing. The question today is no longer whether you have a personal brand, but, whether you have chosen to cultivate that brand, or to neglect it for others to define it on your behalf? Thus, if you are interested and intentional in building a stand-out, go-to personal brand, consider the following seven tips:

1. Have a clearly-defined purpose

To build an awesome personal brand, you must clearly mark-out what you stand for. Do an introspection of yourself in order to first identify and capitalise on your strengths, likes, potentials, talents, attributes and skills; and to also note your dislikes and weaknesses (or areas needing upgrading of your knowledge or skills through personal development, etc.). Such self-evaluation permits you to have a better understanding of yourself, and to decide what you want to be known for and thus go for it.

2. Be focused

After defining what you want to be known for, the next thing is to concentrate your energy, time, and other resources on a unique area of interest. Even if you are multi-talented, don’t try to be a jack of all trades and master of none. Pick a given lane and stick to it, become a master at it and provide reasonable value to your audience.

3. Be authentic

Recall that one of the objectives of personal branding over time is to influence your audience to know, like and trust you. To achieve this, you have to be realistic,
because your followers need real people with real emotions and intentions — that is, people who mean what they say and who possess a personality worth emulating. This does not mean you ought to be perfect, because no human endeavour is ever perfect. If you fake it, you may become inconsistent and incoherent, and eventually lose credibility and loyalty in the long run.

4. Have a personal branding elevator pitch

A personal branding elevator pitch is a snappy, catchy phrase that draws irresistible attention from your audience, thus making them to fall in love with your personal brand, especially at first sight. It introduces you to the world around you — encapsulating what you do, who you serve, what distinguishes you from others and why your audience should consider recommending you for business or doing business with you over your competitors.

5. Build a professional online presence

A 21st century personal brand is not meaningful without an effective online presence. Therefore, build a responsible online profile by updating all your social platforms with the same information, to give it a consistent and coherent outlook. This makes it easily recognisable, relatable, and trustable. Depending on the social platform, start by uploading essential components such as: your profile picture, bio, contact information, former and present schools attended, former and current place of work, professional bodies you belong to, etc. Besides, effectively interconnect and engage with your audience online by exchanging compelling content, commenting on their posts, liking their comments, answering their queries, responding to their concerns, etc. Above all, note that your online profile is your online CV. So, stay relevant and courteous in all you do or post online.

6. Curate and share valuable content

Valuable content, that is, content that is relatable and connects with your audience at an emotional level is the life-wire of every successful personal brand. Thus, consistently develop and share content that aligns with your personal brand’s values and which carries a constant theme on what you intend to be known for.

7. Promote yourself

Be willing to engage in issues involving your area of expertise or focus. For instance, you could intervene as a resource person in workshops, seminars, webinars, trainings, interviews on TV, radio or podcasts, etc. You can also create a website, blog or any online community for yourself (such as a Facebook group). Or, you can volunteer to do regular publications on other professional platforms or communities, through which you share quality insights with your followers. This will give you exposure and enable you to present yourself in diverse ways and to different categories of people, thus amplifying your influence and fostering the loyalty your fans have for you. This will further establish you as a thought-leader or an authority in your niche or industry.

III. CONCLUSION

There is no one-size-fits-all formula to building an outstanding personal brand. It is not a day’s job either. However, for anyone who is deliberate about building a personal brand that is easily-noticeable and idolised,
the preceding paragraphs present a worthy reference to reckon with. As such, starting with the seven points above and subsequently forging your way through them is a commendable way to redefine the brand called, “You”, so as to give it the uniqueness it deserves in the marketplace, thus repositioning you for global influence, impact and income.

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