

Establish Your Personal Brand

STEP 1:

To establish your personal brand, begin by clarifying a few things. Answer each of the following questions:

- My defined passion is: _____
_____.
- The problem I will help people solve with my passion is: _____
_____.
- My content will be about: _____.
- As an expert in this content, what makes you unique is (USP*): _____
_____.
- Business name: _____.
- Tag line: _____.

*USP = Unique Selling Proposition. For a step-by-step process to help you clarify your powerful USP, go to: <http://bit.ly/PersonalBrandUSP>.

STEP 2:

Your brand's value will relate to the quality of the content you provide. It is essential that you really produce quality content...remember, content is King. Begin by reviewing the top experts in your field. Refine your USP.

- List the Top 20 blogs in your field:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

- Determine your primary delivery method (written, video, other people's stuff): _____
_____.

STEP 3:

It's time to establish your presence. Depending on your choice of field, different social networks may be uniquely beneficial. However, the most popular and foundational keys include:

- Blog – Your blog is your home. This is where you'll send your primary content from and to where you'll ultimately drive your traffic. Often, for personal branding purposes, securing your name is your best choice...such as www.YOURNAME.com.
- Facebook.com – You will want a personal profile that you keep updated about you. However, you will also want to get a page for your brand – your passion – your business.
- Twitter.com – Similar to your blog, for personal branding purposes (and Twitter search purposes), it's best to register with Twitter using your name.
- YouTube.com and LinkedIn.com are the next most common sites to establish your presence. Depending on your content and delivery method (eg, via video) these may have a higher or lower degree of importance to you.

STEP 4:

Create an effective email signature. This is easy to do, valuable towards personal branding and often overlooked. It should include:

- Your Name
- What you do – Tag line is best
- How to reach you
- Social Media links



Note: WiseStamp.com is a great resource for this process and it's a free service.

The above steps are important in establishing your personal brand. Enjoy this process...You are establishing the real you and both you and the world will be better because of it.

Live Your PASSION!

Chuck

PS – If you'd like further support with this process feel free to connect with me personally at www.chuckgoetschel.com or send me an email chuck@chuckgoetschel.com.