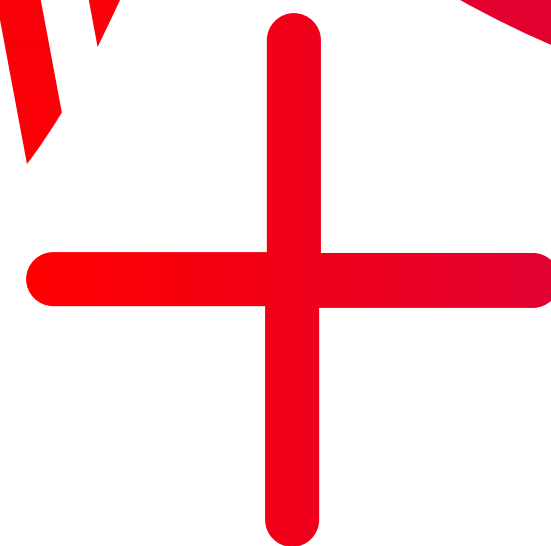


Personal Branding Is For Everyone



01

My Goals...

Help you get out of your own way...

Personal branding is hard enough

It's only harder if you keep giving yourself excuses (like I did)

A Quick Layout...

Here's what you can expect from me...

Why is personal branding important

How to...

- Define your value proposition?
- Define your audience
- Define your goals
- Define your strengths
- Define your content schedule
- Build your home
- Final Reminders

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Defining Your Value Proposition

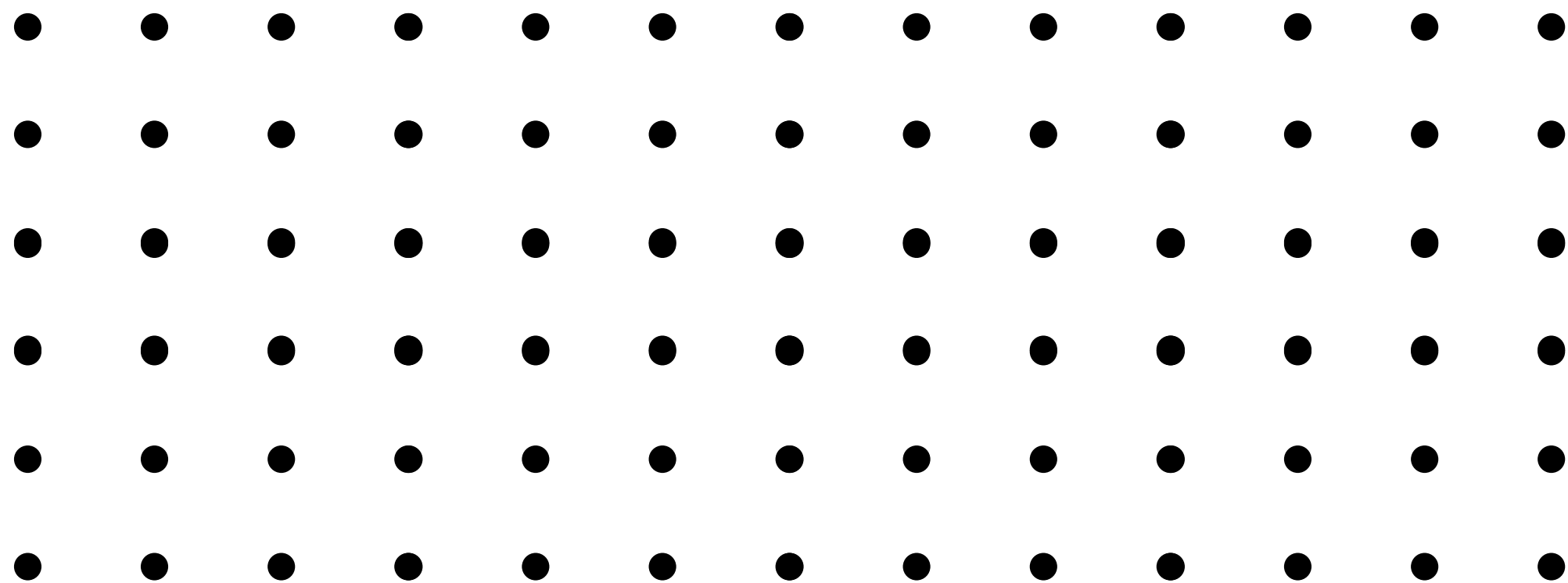
What do you want to be famous for?

Reminder...

This is being recorded. Don't worry about catching every single thing we say - you'll get the recording soon after this is complete :)

1.1 – Defining Your Audience

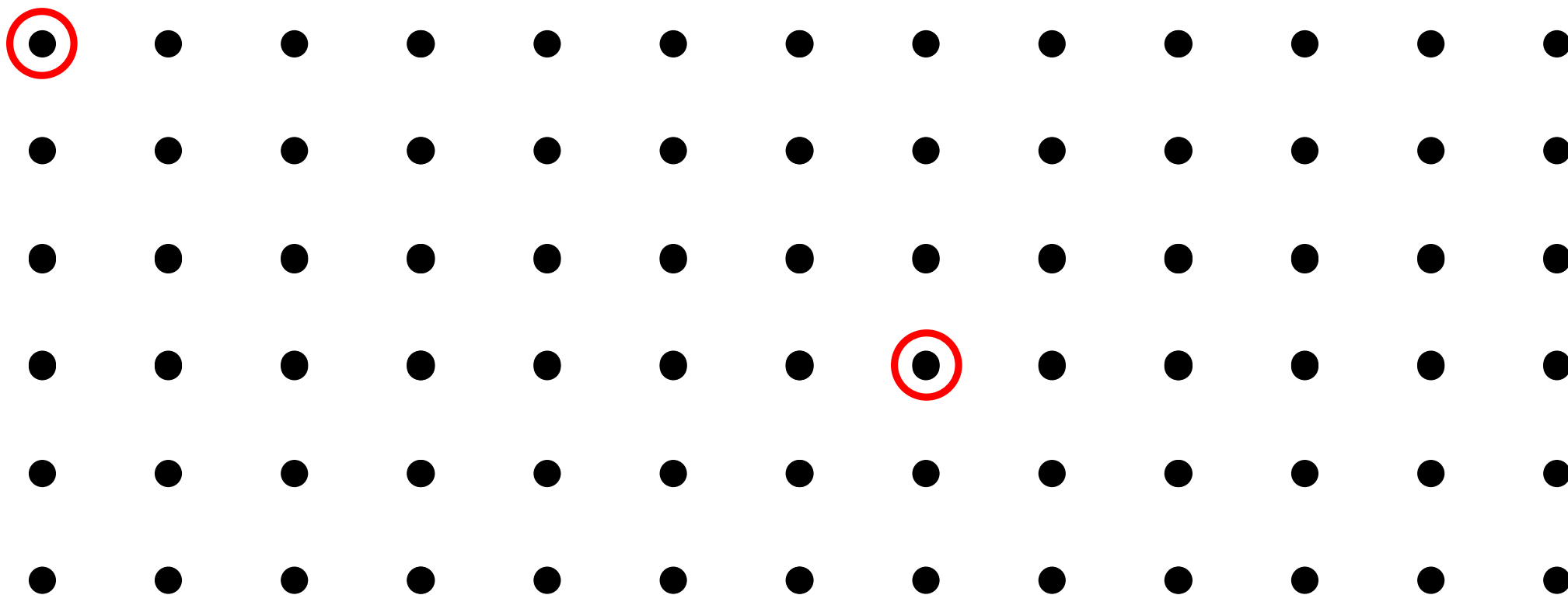
How small can you get?



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1.2 – Defining Your Audience

How small can you get?



1.3 – Defining Your Audience

Basic Things To Target...

- Name?
- Age?
- Job Title?
- Gender?
- Married?
- City?
- Education?

Advanced Things To Target...

- What are their pain points?
- What are they afraid of?
- What solutions have they tried before?
- How did they hear about us?
- What are their life goals?
- What are their business goals?

2.1 – Defining Your Value Proposition

What do you want to be famous for?



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2.2 – Defining Your Value Proposition

Some examples of how you can phrase this...

I help X do Y

I help X do Y without Z

Struggling to achieve X? Can't seem to get Y right? I help with that

2.3 – Defining Your Value Proposition

Some examples of how you can phrase this...

I help X do Y

I help basketball teams win championships.

I help X do Y without Z

I help basketball teams win championships without waiting for decades.

Struggling to achieve X? Can't seem to get Y right? I help with that

Struggling to win games? Can't get your momentum going on the court? I help with that.

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3.1 – Defining Your Goals and Systems

Goals

A goal is something that you want to achieve.

EX: I want to gain 5000 followers on LinkedIn by 2021.

Systems

A system is the method, routine, steps, etc., that help you achieve that goal.

EX: I will comment on 20 posts every day, and make one post a day until I reach my goal.

3.2 – Defining Your Goals and Systems

Goals

- Use Social Media To Make Money
- Get featured on podcasts
- Get featured in online publications
- Become a thought leader
- Educate others
- Entertain others

Systems

- Post Daily
- Engage with other users daily
- Invest in Paid Advertisements
- Write an article every day

3.3 – Defining Your Goals and Systems

Please Keep This In Mind!

Define your goals based on what YOU want.

We all have different needs and wants - make sure your personal brand aligns to what YOU want to accomplish in life.

4.1 – Defining Your Strengths

We have all the tools available to us... **Choosing the right tool is the hard part.**



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4.2 – Defining Your Strengths

**Batman has a toolbelt
filled with tools... You have
social media!**

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4.3 – Defining Your Strengths



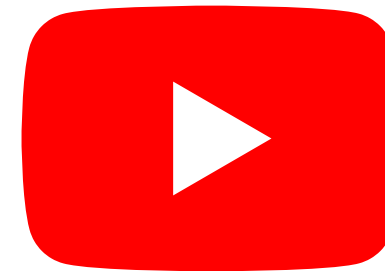
Are you a writer? Focused on educating others? Sharing YOUR Story? Like networking? **Start here.**



Do you like quantity? Do you like talking with other people? Do you like one liners? **Start here.**



Are you an aesthetic person? Do you like visuals? Are you good at building a community? **Start here.**



Like going deep into topics? Want to build an engaged audience? Enjoy being behind the camera? **Start here.**

4.4 – Defining Your Strengths



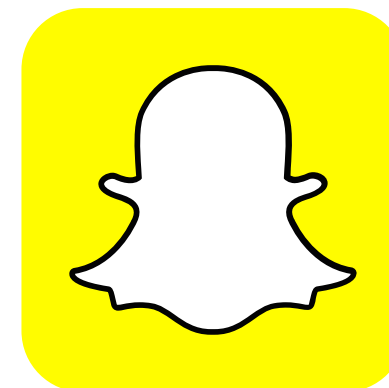
Are you a creative person? Do you like videos? Are you good at keeping up with the trends? **Start here.**



Are you a long-form writer? Like diving deep into topics? Want to build on a new-ish platform? **Start here.**



Older target audience? Want to run advertisements one day? **Start here.**



Do you like creating at scale? Like the idea of "vlogging" your day? **Start here.**

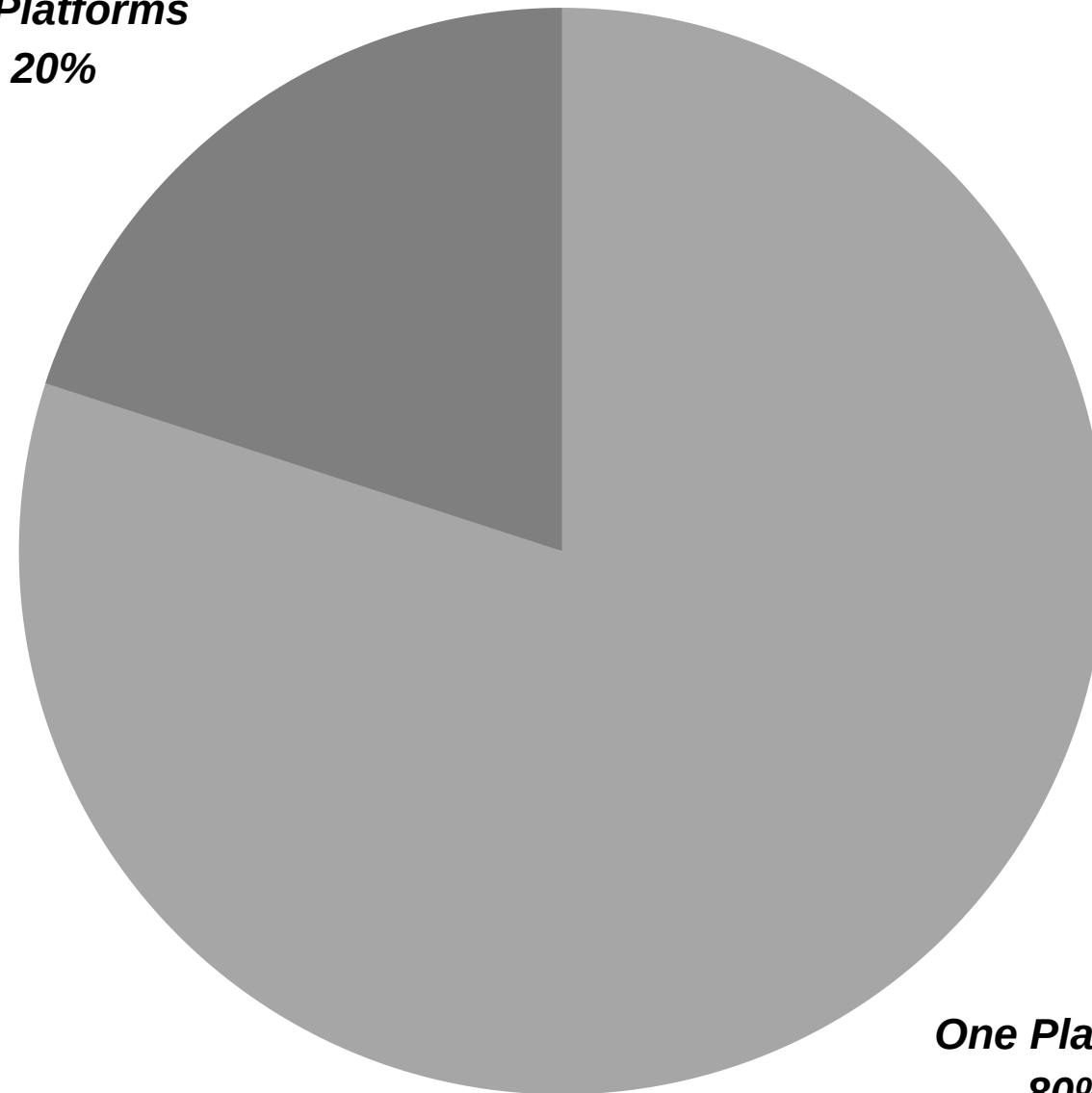
4.5 – Defining Your Strengths

Moral of the story... *Choose the tools that suit you.*

The 80/20 rule...



*2-3 Platforms
20%*



*One Platform
80%*

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5.1 – Defining Your Content Schedule

No one walks in to a gym and gets in to shape without a plan...

5.1 – Defining Your Content Schedule

No one walks in to a gym and gets in to shape without a plan...

**No one logs on to social media and
builds a following without a plan.**

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5.2 – Defining Your Content Schedule

Build yourself a daily, weekly, and monthly strategy.

Every Day I Will...

- Comment on 10 posts.
- Make my own post (on all my chosen platforms)
- Follow 10 new people and send them personalized requests.

Every Week I Will...

- Choose a theme for my content.
- Write all of my content on one day
- Schedule my content or have it ready to go so there are no excuses.

Every Month I Will...

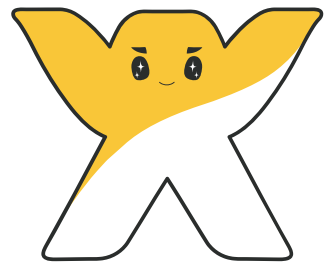
- Review my top 10 posts on all my platforms
- Analyze why posts performed well, and focus on those elements in the following month.

Build Your Home...

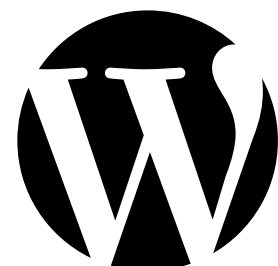
To take your personal brand to the next level, you have to give it a home.

For most people, that home is a website.

Don't freak out... The barriers of entry to creating a good website are low.



Wix



Wordpress



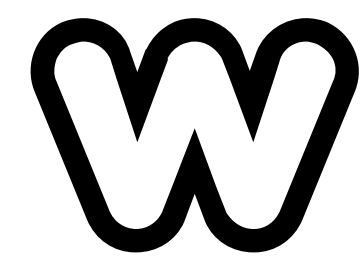
Squarespace



Webflow



Shopify



Weebly

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Final Reminders

1 - Consistency Wins

Get 1% better every single day.

2 - Your Environment Matters

A baseball player on a swim team will never find success.

3 - Take A Deep Breath :)

You don't have to be Gary Vaynerchuk to win on social media. Find the pace that makes you happy + helps you meet your goals, and stick with it.