



*6 Steps
To Build a
Strong
Personal
Brand*

BAREFOOT BRANDING

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6 Steps to Build a Strong Personal Brand

Know that whether or not you're trying to create a personal brand, you already have one! Branding is what people think of you, what's in their minds.

1 Don't try to be too perfect

Allow your brand to gain texture and character - show your real life, *show your flaws* - a disjointed Instagram feed full of helpful tips is better than one that's perfectly laid out and isn't helping people!

Progress, NOT perfection

3 Share what you believe in

- *What do you care about?*
- *What's important to you?*

Are you actually telling people about it?

It's not enough to remain impartial on issues affecting the world anymore.

Share on your social platforms about what causes you support and *take a stand!*

5 Know what your BIG difference is

(tip: you only need one!)

Ask yourself, "How does my product or service improve people's lives?"

2 Make sure your copy on your social media posts & marketing is personable and isn't too 'cold'



HOT TIP: Use contractions to quickly change your copy to feel more personable - change: "what is" to "what's"

4 Know what your customer's top desire is **IS IT:**

1. Financial Well-being
2. Living a healthy life
3. Developing companionship
4. Being desired
5. Supporting something that matters *or*
6. A Sense of achievement

6 TELL STORIES!

Facts tell. Stories sell.

Stories are 22 x more memorable than facts and figures alone



Stories are embedded within us, they tap our emotions.

Want to learn more? Sign up to the **FREE** course on Micro Storytelling



HELLO!

I'm Stacey!

Brand strategist, graphic designer & mentor to online business owners.

I'll help you to attract your perfect clients and customers.

Join the crew!



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