Twitter Thread by Joe Human



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Physical things that influence your personal brand.

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This is going to be a very different thread from the ones I've done before on personal branding. People are looking for people who they can proudly advocate for and recommend, hence in today's economy

you're the most important touch point of your product / service and this is why personal branding is important. In previous threads I've spoken on the fundamentals to building a personal brand, here I want to share a few things that influence your personal brand.

1. EARS: The things and people you listen to influence your actions, behavior and character.

2. MOUTH: How you say what you think says a lot about how you feel about yourself and how you treat others. Do you leave room to be teachable? Listen as well as you speak? Your destiny is dependent on what you say.

3. FEET: Be intentional about where you're seen or found. Your positioning matters when wanting to communicate your narrative. Your environment influences your decisions and perspective so be intentional about your settings, they communicate your brand.

HANDS: Respect the work you create, beyond that, be conscious and mindful about the work you touch. These two things ultimately aid in building your personal brand, working on the wrong project might hinder your growth, valuing what you create makes others value & respect you.

BODY: Treat yourself well. Mentally, physically and emotionally. All these touch points aid to building a great personal brand. You can't be consistent if you're always tired, you can't show up if you're not healthy.

EYES: What you see and consume influences what you want to create, it can go as far as influencing your decisions and thoughts. What you show the world and make them consume influences what they think of you and your brand, have purpose in what you see and want others to see.

End.