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Build your personal brand online.

Everything you need to know: ■

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■ Who is telling your story?
■ Define your personal brand
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■ Who is telling your story?

➳ Stories are fundamentals of human understanding.
➳ Don't let someone tell your story.
➳ You should tell your story.
➳ Do things, tell people.
➳ People will be connected to your story.

➽ Zeigarnik Effect

➳ This effect states that people remember incomplete or interrupted tasks better than completed tasks.

■ Define your personal brand.

What is a brand?
➳ The brand is really an Idea.

Ex:
☞ Apple - They are selling creativity and simplicity.
☞ Nike - Selling Performance.
☞ Disney - They are selling Happiness, nostalgia, smiles.

☞ Coco-Cola - They are selling Refreshment.

Every brand consists of two elements.

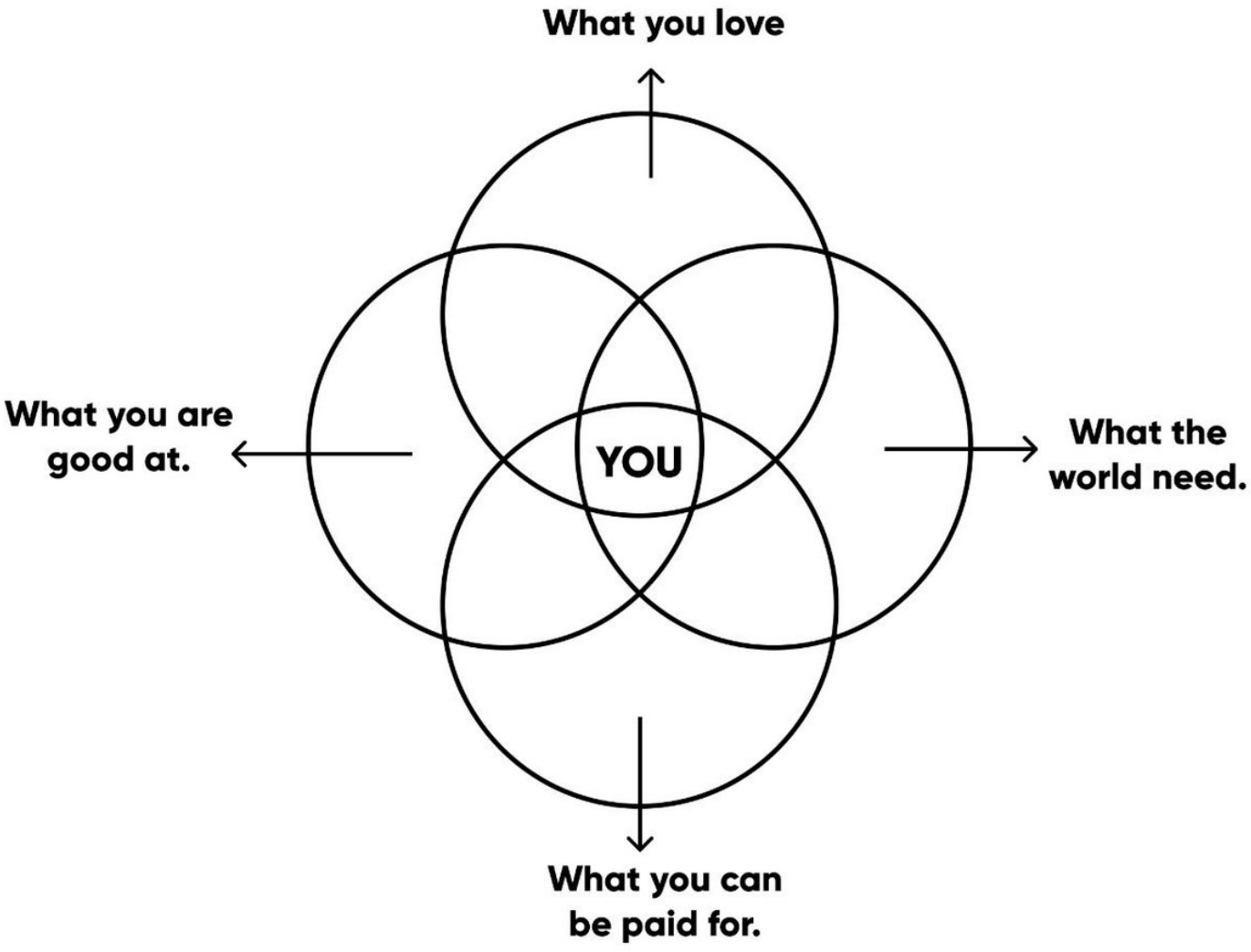
➳ PERCEPTION + EXPERIENCE

➽ Perception is
1. How do you see yourself?
2. How do you want to be seen?
3. How do others see you?

➽ Experience is
1. Activities
2. Interactions
3. Time

Your brand is what people say about you when you're not in the room. - Jeff Bezos

■ Discover your reason for being



To discover what you love ask yourself the following:

1. what you are genuinely passionate about?
2. Can you enthusiastically talk about your industry for hours?

3. Are you emotionally connected to the result of your work?
4. If you weren't concerned about money would you still do what you do?

■ Articulate your mission

Write down what is your mission in ~ 8 words

How to write?
➳ VERB + AUDIENCE + OUTCOME

➧ VERB → I HELP [WHO]
➧ AUDIENCE → I TO DO [WHAT]
➧ OUTCOME → WHICH [OUTCOME]

~8-word mission statements (Companies):

☞ TED: Spreading Ideas
☞ KICK Starter: To bring creative projects to life.
☞ Coco-cola - Taste the feeling
☞ Google: To organize the world's information
☞ Uber: Evolving the way the world moves

Personal:

☞ Oprah: To inspire to be more than they thought they could be.

☞ Richard Branson: To have fun & learn from mistakes.

■ Complete your social profile

➳ A User Handle
➳ An Account Name
➳ Bio - Short and crisp [You can refer to above section]
➳ Professional profile pic
➳ Maintain your brand color
➳ Links
➳ Call-To-Action

➧ Build a personal website

➳ Your name

➳ Your title
➳ A profile picture
➳ A short bio
➳ Links to social media
➳ Call-To-Action

■ Nurture your community

➳ Practice social listening
➳ learn the field
➳ Read what leaders & influencers are saying
➳ Get to know about your intended audience
➳ Engage meaningfully

➧ Types of content

➳ Useful content
➳ Amusing
➳ Informational
➳ Inspiring
➳ Critical

If you do all this what you'll get■

1. Find opportunities
2. Generate leads
3. Get advice & Knowledge
4. Expand your network
5. Enhance your profile and awareness
6. Make social connections
7. Improve communication skills
8. Increased confidence and happiness.

■ 700+ Tools & Resource for Developers, Designers, and Creators.

Learn.
Build.
Sell.

I've Curated incredible tools and learning resources for developers, designers & content creators.

https://t.co/2XaQR6Al8Y