

# **Your Brand Booster Manual**

**8 Essentials to Personal Branding Success**



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**8 Essentials to Personal Branding Success**

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## INTRODUCTION

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Like it or not, you're already a brand.

You've intentionally or unintentionally created some form of narrative on the web for people to breeze through.

Now, when you already have some form of brand imagery, why not intentionally make it better?

Or in case you haven't started out with creating something for the world, why not construct a plan of action that will help you reach your right kind of customers and build your thriving community?

The web is full of all of this advice and suggestions clamped in great blogs and articles. But here's my thesis on why you still need to be self-educated on a continual basis to be able to stay competitive.

While evidenced brands that have grown to million dollars sound number crunchy, it all starts with some philosophical story: of your brand's mission, vision, values and philosophy.

Yes, a data-driven personal brand helps us validate our existence. But, understanding your genesis helps you stay in the business for the long term - in fact, your brand's existence would be perpetual even when you're not on this planet.

Your work will still have wonder and roots that stem from your brand's manifesto.

Personally, I've seen some brands come and go - as they were not able to stay strong to their promise.

Before you get to the essentials, I want you to know that you're here on this planet for a reason. You're here for fulfilling your desires and living your dream with grace loaded with practical wisdom.

Sometimes we all turn to one another to get some inspiration on working on our dream projects.

You might want to launch your own bakery shop. Or, you might want to start your own digital marketing agency. Or, you might have a dream of launching your own architecture firm. A beautiful beauty salon? Being a digital nomad?

No matter what generation you're a part of, I have some soothing news for you. According to a recent research cited on Newscientist, it was earlier observed that we all reach our peak performance ability before midlife. However, with growing scientific research, it reveals that each decade of life brings its own magic, also put in Daniel Pink's stance in his LinkedIn post that says there are 7 primes of life we experience:

Childhood: Imagination Adolescence: Curiosity & risk taking 20s: Exhilaration & speed

30s: Endurance

40s: Emotional intelligence & focus 50s/60s: Crystallized intelligence  
70s: Wisdom

So, the good part about this research and why it compliments our 'brand's youth mindset' is that age is just a number.

In my Ziva meditation practice, I heard this term for the first time in good spirit: Joyful activist. Well, you can be just that - helping others by helping yourself - to be your most amazing self in this world.

Let me tell you something.

This ebook is not yet another manual you'd find to just scrape by and forget in some time.

I'm here to help you with some nuggets that will be more of sticklers for getting started on your brand roadmap.

Now, you might think, I've heard a lot about personal branding and what it includes, and why should I care to even know the same things, again and again?

My ask for you is to practice your fundamentals better and then in turn make yourself too good to be ignored by your audience - in other words, make yourself unstoppable in your business.

Okay: so while I've oriented you with some hints on what this ebook has in store for you, let me first give you some perspective on what a personal brand means.

Personal brand is all about you - your intentions, your words, your actions, your services, your contributions, your efforts - directional or abstract - and most importantly, your voice: implicit and explicit.

Branding is not just a logo or a sexy design-speak on the merchandise you offer to your customers. It is an imprint that your soul leaves with each step towards its syllabus completion.

Personal brand is not just your business. It is the company of you - of what you're made of and what you leave behind and what you seek.

This ebook is broken down into 8 chapters - outlining each essential with action steps you can take to create a personal brand your audience will remember you for.

## ESSENTIALS

# MUSE

- 
- Know yourself
  - Find your niche
  - Invest in yourself
  - Be your own media, inc.
  - Monetise on your expertise - Carve your USP
  - Reframe mindset than just staple audience demographics and psychographics
  - Define your content mission that informs your personal brand's goals
  - Harness the power of platforms to spread your message and build your community