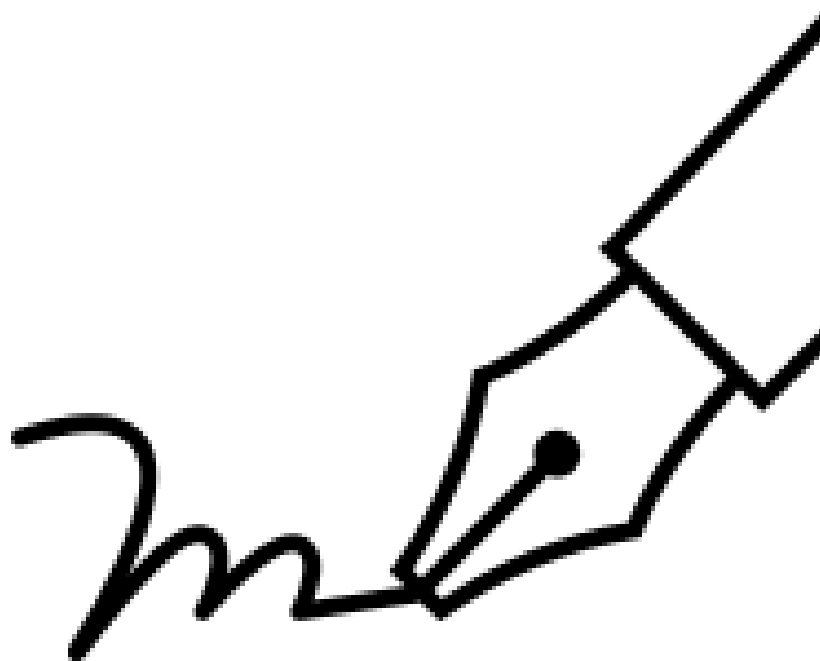


WRITING FOR YOUR PERSONAL BRAND



PROSE & PENS

What is a Personal Brand?

A personal brand is your reputation. It's the things with which people associate you. It's how you are regarded in professional spaces.

As of right now, what do you think are the things with which people associate you?

How do you believe you are regarded in professional spaces?

Credibility: The quality of being believable or worthy of trust.

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How this translates to your personal brand: People know and understand what you do and believe in your ability to do it.

How to build credibility:

1. Be known for one thing.
2. Be consistent in showing the work you do to support that thing.
3. Build a roster of ambassadors.

What is the one thing for which you want to be known?

How can you show the work you do?

List a few of your known and potential ambassadors.

Authority: The power to influence or command thought, opinion, or behavior.

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How this translates to your personal brand: You should have some influence over your colleagues and your audience. They should feel confident taking your advice and following your lead. Influence is not bad.

How to build authority:

1. Develop a set of thoughts, beliefs, or opinions about your industry, the work you do, and your audience.
2. Incorporate those things into your content, speaking engagements, recommendations, etc.
3. It's okay if some of your thoughts, beliefs, or opinions challenge the status quo. It's okay to be *tastefully* set apart.

List some of the thoughts, beliefs, or opinions about your industry, the work you do, and your audience.

These should be concepts about which you feel strongly.

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Content: Information that informs, educates, or entertains. It may come in written, audio, visual, or digital form. Some types of content include books, blogs, social media posts, audiobooks, podcasts, videos, and reels.

How this translates to your personal brand: Whenever you post, write about, talk about, answer questions about, or promote your brand, you are creating content.

How to create content with authority:

1. Choose a few topics (one to three to start) around which to create content.
2. Don't just show, tell. Give advice, tips, tricks, and share techniques.
3. Be resolute in the information and advice you provide. You are an experienced professional. Act like it.

List your topics.

Hint: these topics should be pulled from the thoughts, beliefs, and opinions listed in the authority section.

What type of content can you create?

It's okay if you only choose one for now. Choose what will help you be consistent. That is what is most important.

Write a short piece of content here about one of the topics above.

Remember to make it advice, a tip, a trick, or regarding a technique. Specify on which platform it might be shared.