

Hello.





# Building Confidence, A Personal Brand and Network



# 76%

84%



The psychological phenomenon; Imposter Syndrome is a feeling that you don't deserve your job despite all of your accomplishments in the workplace and hold back from taking risks for fear of failure.

**#1: Give yourself a reality check**

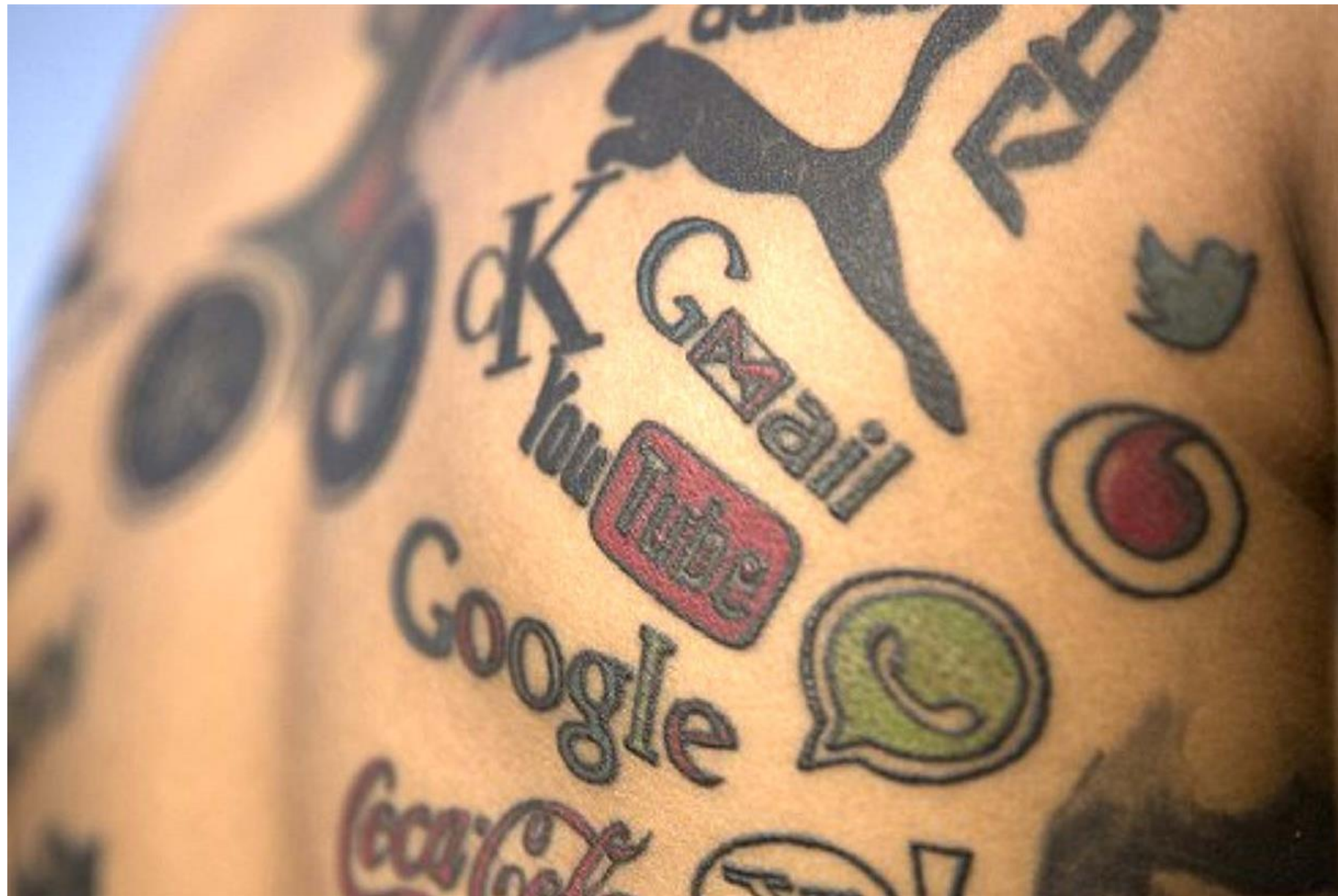
**#2: Keep track of your strengths  
and accomplishments**

**#3: Create a support network at  
work (Elevate)**

**#4 Build your  
knowledge bank**



# What we'll cover



- ▶ What actually is a personal brand
- ▶ Why it is so important
- ▶ Creating your own personal brand
- ▶ How to leverage within a network
- ▶ Putting it into practice
- ▶ Important lessons to remember

# What do we mean when we talk about a personal brand?





As CEO of brand 'YOU', what is one of your USP's, Something you are shit hot at?



“

Personal branding demands hard work and commitment; commitment to continual re-invention; striking chords with people to stir their interest and emotions; commitment to be authentic. It is easy to be cynical about such things, much harder to be successful.

**SIR RICHARD BRANSON**







GUESS WHO?



TASK - If you needed a celebrity to represent your personal brand, who would it be?

“personal brand”

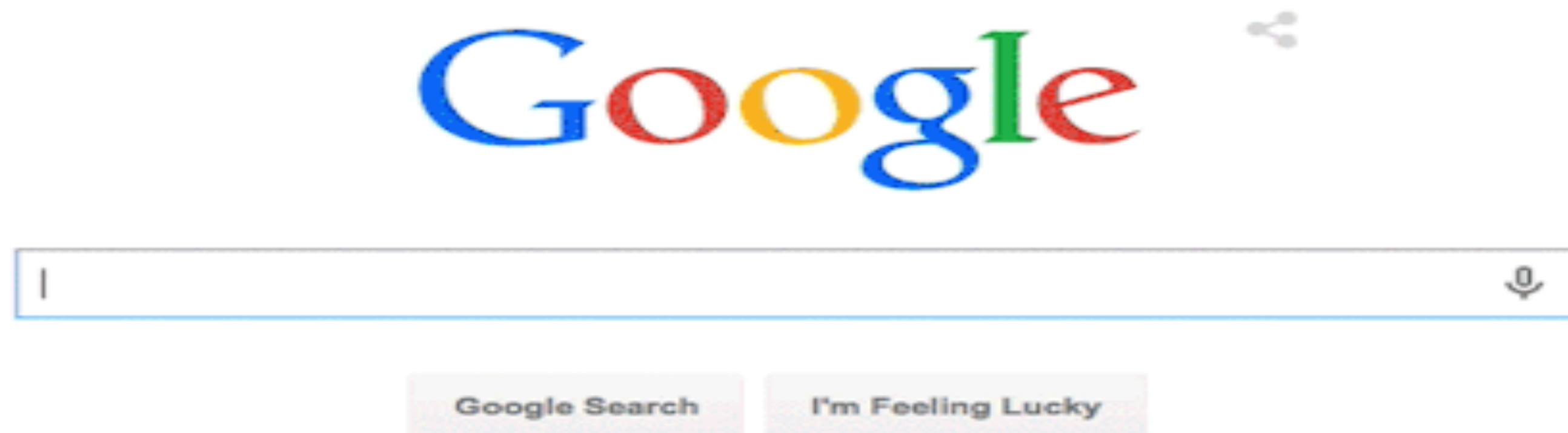
- brand

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personal + ity

That's the secret.

# So why is it so important?





INCREASE EARNING POTENTIAL

ELEVATE TO LEADERSHIP ROLE

GREATER RECOGNITION

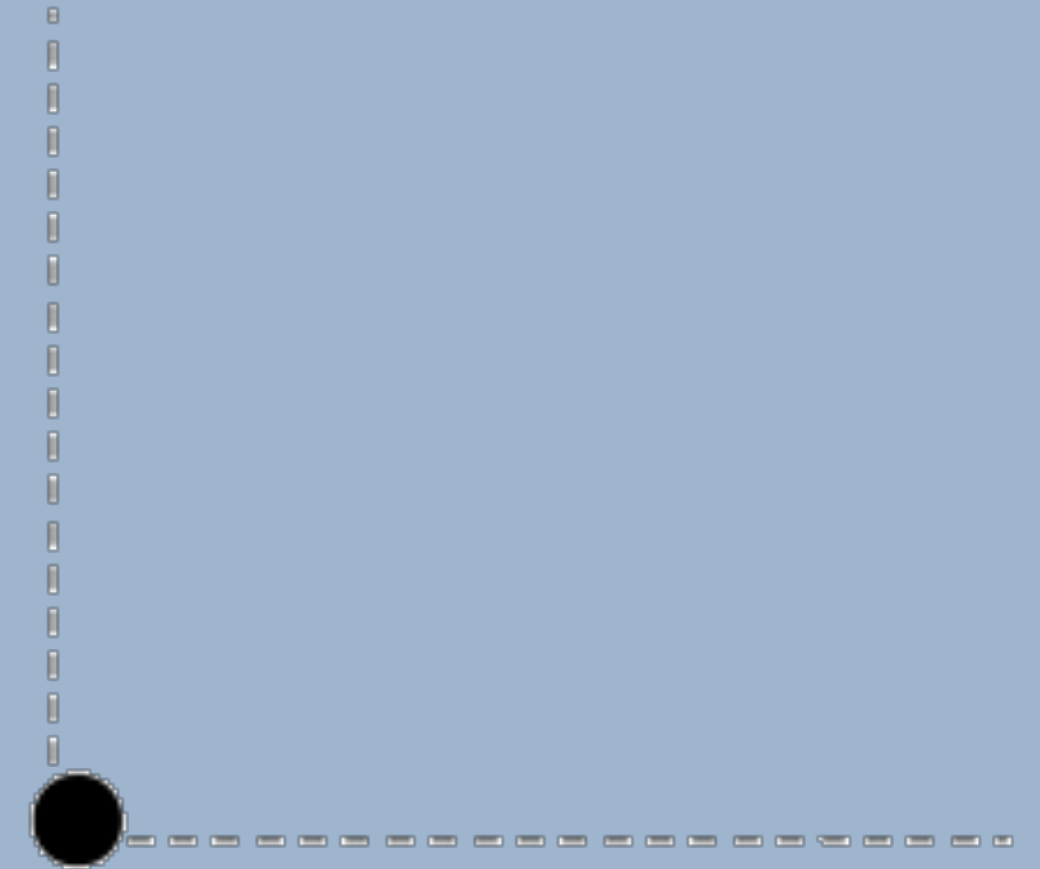
ENHANCED PRESTIGE

GREATER OPPORTUNITIES

“TOP-OF-MIND” STATUS

ESTABLISH A FOUNDATION OF TRUST

RECRUITERS 60% MORE LIKELY TO  
ENGAGE



What is your goal and ambition  
from improving your personal  
brand?

“

If people like you they will listen to you,  
but if they trust you, they'll do business  
with you.

**ZIG ZIGLAR**





# The 8 key fundamentals to building a personal brand



# Build your network



What is your  
UPSP?





# Identify your audience



Have a voice  
and deliver with  
personality





Own your  
conversation and  
topic



# What are your channels?



You don't  
have to be  
loud to be  
heard





# Consistently show up



# How to leverage your personal brand









# CORE: Create Once, Publish Everywhere.

RANK FOR LONGTAIL KEYWORDS

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SOCIAL TRAFFIC

10AM

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100 VIEWS

12AM

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600 VIEWS

3PM

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2800 VIEWS

8PM

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900 VIEWS

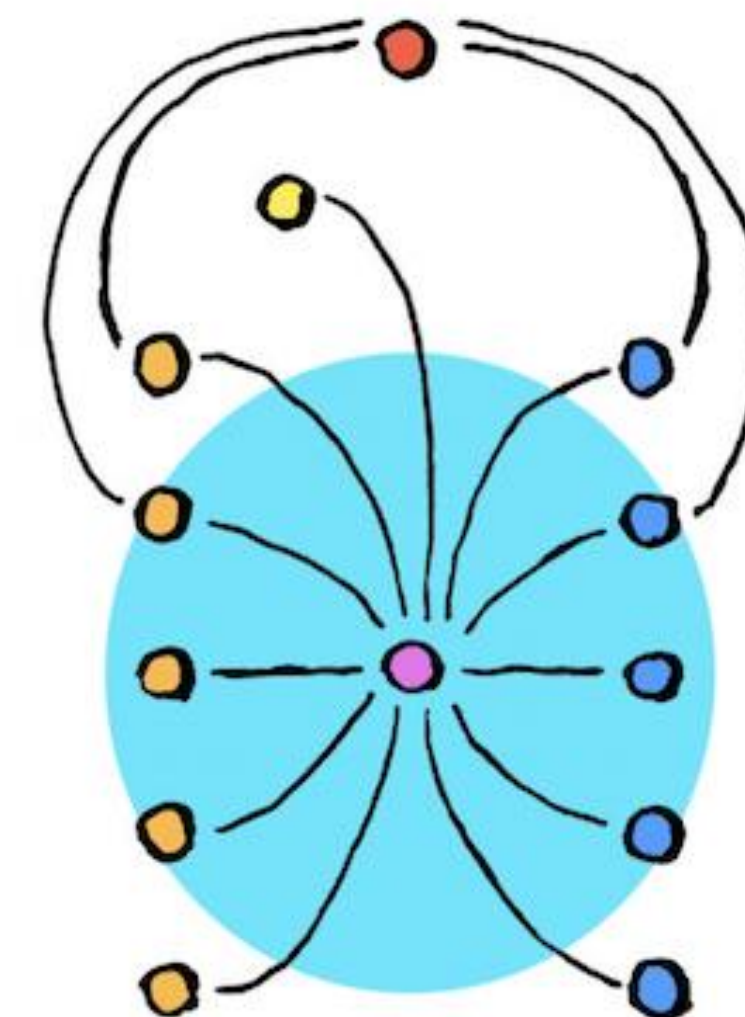
12AM

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TROLLS ONLY

Ⓐ	.COM	FACEBOOK	INSTAGRAM	YOUTUBE	TWITTER	PODCAST
PRIMARY RULE	LEAD GEN	BRAND AWARENESS	BRAND GROWTH	LEAD GEN	PROMO	BRAND AFFINITY
CONTENT TYPE	CORE CONTENT	NEWS SNIPPET	NEWS SNIPPET	CORE CONTENT	LINKS	CORE CONTENT COMMENTARY
CONTENT FORMAT	LONG FORM VIDEO & BLOG	BITE SIZED (60 SEC)	STATICS + CTAs	LONG FORM	IMAGES + LINKS	AUDIO
FREQUENCY	WEEKLY	DAILY	DAILY	WEEKLY	5 X DAY	WEEKLY
KPI	10 EMAILS PER WEEK	ENGAGED VIEWS	CHANNEL GROWTH	SUBSCRIBERS	CLICKS	ENGAGED LISTENS & SUBS





Putting it into  
practice

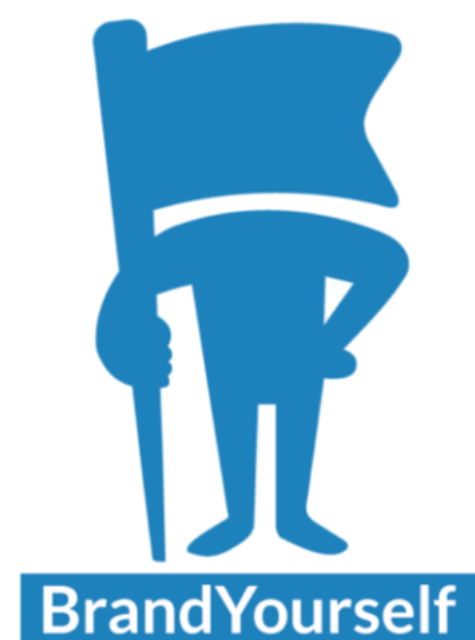




CORIDEL  
ENTERTAINMENT









$1/3$

$1/3$

$1/3$



# Rule of Thirds





- **Written blog**
  - **Video**
  - **Opinion pieces**
  - **Testimonials or references**
  - **Sharing informative information**
- 
- **Speaking opportunities**
  - **Podcasts**

What one action  
will you take  
today?



Remember...



- Show up!
- Check in with others
- Don't stress
- Build your network
- Continually learn, adapt and improve
- Un-tag / remove
- Be consistent





# Thank you

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