



*Let's Get Started*

# BUILDING YOUR PERSONAL BRAND

IN THIS E-BOOK, WE'LL GO OVER THE BASICS OF  
BUILDING A BRAND, AND THEN DIVE INTO  
SPECIFICS FOR CREATING YOUR OWN.







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*IN THIS E-BOOK, WE'LL COVER HOW TO BUILD AN ONLINE BRAND. WE'LL GO OVER THE BASICS OF BUILDING A BRAND, AND THEN DIVE INTO SPECIFICS FOR CREATING YOUR OWN.*







# HEY, I'M JULIA

We've talked before about how to build a brand, and of course, there are many ways to do so.

But this e-book is going to focus on the online aspect of building a brand. We'll talk about how you can start building your online presence by creating an account on social media platforms.



*Julia xoxo*

LET'S DO IT!







EVERY MOMENT IS  
AN OPPORTUNITY  
TO CHANGE YOUR  
PERSPECTIVE.



# 01

## DEFINE YOUR PERSONALITY AND PURPOSE

Now that you've got a handle on what your brand is, it's time to decide who it is for. This can be done in two ways: defining your personality and defining your purpose.

LET'S DO IT!





# YOUR NOTES:

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## FIRST IMPRESSION

When you think about your brand, you should think about how you want to come across to customers right off the bat. What kind of first impression do you want to make? Are you a fun, carefree helper? Are you a reliable, trustworthy pillar?

*enjoy the process*



# COME UP WITH A STRATEGY

To define your personality, think about how you want people who interact with your brand to feel. Do they want to feel excited? Inspired? Happy?

Answering this question will help you determine what kind of voice or tone you want to present through all aspects of the brand—from email copy to social media posts, from blog content to product descriptions.



# THINK ABOUT YOUR NAME

If you want to build an online brand, one of the first things you'll need to do is come up with a name.

A good name can help people remember who you are and what your brand stands for. It's also important that your name isn't too long or hard to pronounce and spell, but at the same time, it should be creative enough that it stands out from the crowd.



# DEVELOP A STRATEGY

With your brand identity and voice in place, you can start building your strategy. The first step is defining whom you want to reach and how you'll do it.

This might sound like something that happens at the end of a strategic planning process, but the reality is that developing an audience persona (or personas) will help inform every step of the marketing process moving forward.

Setting goals for your online brand is essential: these goals will inform everything from deciding on content types and frequency schedules to budgeting for paid traffic and email campaigns.

Your business may have one overarching goal or many specific ones—for example, if you're looking to grow sales through advertising, setting up those ads in advance will save time by streamlining the process later.

Let's take this example further into account with practical steps like creating optimized landing pages or optimizing ads based on A/B testing results after they go live. We can better measure their effectiveness towards achieving those goals over time too!





# CHECKLIST

Month: ..... Week: .....

[illegible]



# CHOOSE A PLATFORM

You can choose a platform that's right for you. There are several to choose from, but some will be more appropriate than others depending on your audience and what they're using, how much time and money you have available, and your skills and interests.

Consider what type of interaction is appropriate between readers and authors; if someone writes something controversial enough that gets attention from mainstream news outlets then those outlets likely won't hesitate to contact whoever wrote it first before reporting anything else related so make sure if using one platform over another makes sense given how much time each takes per day so far ahead into future while still maintaining balance between work projects too (which should never happen even though sometimes does).

Think about how often you want to post content. If you're interested in blogging daily or weekly, then blogging platforms may be best because they offer free hosting with easy-to-use tools.

If it's more important for your business goals for readership numbers than writing quality (for example), then social media might be better because it has over 1 billion users who will see any posts as long as they've been tagged correctly by another user or by an algorithm scan based on hashtags used within photos or videos shared by other users sharing similar images/videos at the same time frame during which yours was posted.)



# THE RIGHT NAME



## FIRST IMPRESSION

Branding experts take the opposite stance and say the best kind of name is a descriptive one that states what your company does. They claim that this saves you money on marketing, because you don't have to waste time explaining what your company does.



## THE RIGHT NAME FOR YOUR BRAND

Coming up with the right name for your brand is not about fitting a singular, universal standard. That would be like holding sprinters & marathoners to the same standard of success when both athletes train for completely different races.



## STORYTELLING

When you're naming a company, you want to inspire people. You want them to know what you stand for and what you do. You need a name that can give a quick snapshot of who you are, but also tell a story about your company's origin, mission, or values.



## BRAND PERCEPTION

When you think about your brand, you should think about how you want to come across to customers right off the bat. What kind of first impression do you want to make? Are you a fun, carefree helper? Are you a reliable, trustworthy pillar?

# TESTIMONIALS



THIS EBOOK WAS VERY HELPFUL, THE INFORMATION IS WELL WRITTEN AND ORGANIZED. THE AUTHOR DID A GREAT JOB EXPLAINING STEPS AND STRATEGIES. IF YOU ARE LOOKING FOR INFORMATION ABOUT HOW TO BUILD YOUR ONLINE BRAND THIS BOOK IS FOR YOU.

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I'VE READ A LOT OF BOOKS ON MARKETING AND I DON'T USUALLY WRITE REVIEWS, BUT THIS IS ONE OF THE BEST EBOOKS I'VE EVER READ. IT'S SUPER INSIGHTFUL AND ACTIONABLE.

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IT WAS VERY HELPFUL TO ME IN MY JOURNEY GETTING MY ONLINE BUSINESS OFF THE GROUND. I JUST STARTED OUT AND I ALREADY HAVE TRAFFIC COMING TO MY WEBSITE. THANK YOU FOR THE GREAT WORK!



# THANK YOU FOR READING!



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