

How to position your Personal Brand in 6 steps (Starter guide)



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Why You need to Read This Guide?

Credibility is the currency on the Digital age and Personal Branding is the first step to crack especially for Solo Entrepreneurs who wants to Get known , Get Leads and Get Sales and ultimately create an impact with whatever they are passionate to serve.

The First piece of the puzzle is to define your positioning in the market to give the clarity to your target market with what you have to offer.

Let's dive in to know what are the building blocks of successful Brand positioning.



Step 1

Discovering Brand Purpose

What market are you targeting?

- Identify that segment of market where you have high **Relatability quotient**. Understanding the market's pulse is
- Its is better to be a big fish in a small pond than being a small fish in a big pond. Don't just go niche, Go **Micro niche**
- If you are starting up find a market which is less competitive.

***"Your personal brand is what people say about you when you're not in the room."* – JEFF BEZOS**





Step 1

What is the Underlying problem?

- Does a genuine problem exist and are people are willing to pay money for it to get it solved? If that is the case, You have found your sweet spot

Will solving the problem serve your Purpose?

- Your passion to solve the problem will decide your brand longevity.
- *The goal is to do what excites you.*

“Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.”

– STEVE JOBS





Step 2

Evaluating the Skilled Self

Do you have the expertise in the chosen niche?

- Do you have the required **Domain expertise** and the essential **Functional knowledge** to deliver your product (or) service to the market?
- Identify the gap areas on where you need to **Upskill** .

Do you have the enough experience to monetize the offering?

- Don't let the lack of experience distract you from the path. Every industry is evolving , so are the challenges.
- Launch first and improvise later based on the feedback.

Do you have the Credibility in the market place?

- If you don't have the desired credibility , you can leverage the credibility of others who has experience





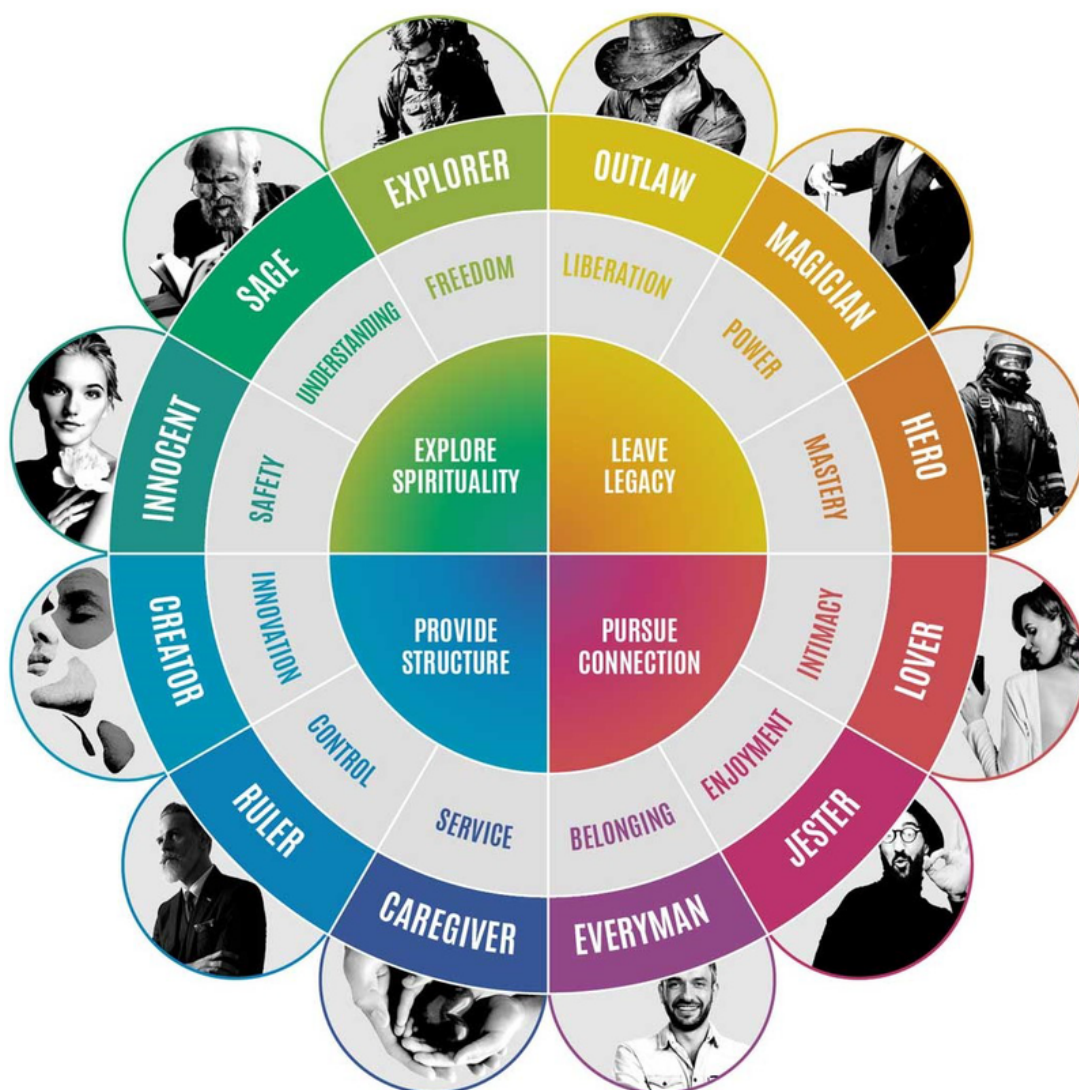
Step 3

Establishing Brand Behavior

What character you want your Personal brand to exude?

- The audience will find a connect with a brand only when they are in sync with the **Brand identity** which is very critical your brand positing and the offerings it delivers.
- Finding your **Brand archetype** can help you to **humanize your brand**. Please refer the link below to know more

<https://justcreative.com/brand-archetypes-ultimate-guide>.





Step 3 (Contd.)

What values do you stand for?

- The **values** are of paramount importance for any personal brand
- This is a strong code that you are setting up for yourself to establishing yourself in the market place as the **Go to person.**
- Studying your competition and similar brands with your archetype may help you crack this

BONUS TIP : Be crisp in your **designation** so that you will not go unnoticed





Step 4

Vocalizing your Brand

- **Refining you Social media Positioning:** Now that your positioning has been defined, update the social profiles with a clear mission statement.
- **Having a Hub online :** Having a Crisp **Personal branded Website** will set you apart from the competitors
- **Providing Value through Content Creation :** For any brand, content creation is critical when it comes to organic growth. Set a Content Cadence & frequency to show up to your audience. Always note to maintain **Brand consistency**.

You can refer the Free PDF **Top 6 Personal Brand essentials** to understand more on Authority amplifiers. Find it at satheeshveliyath.com/resources/





Engaging with your Audience

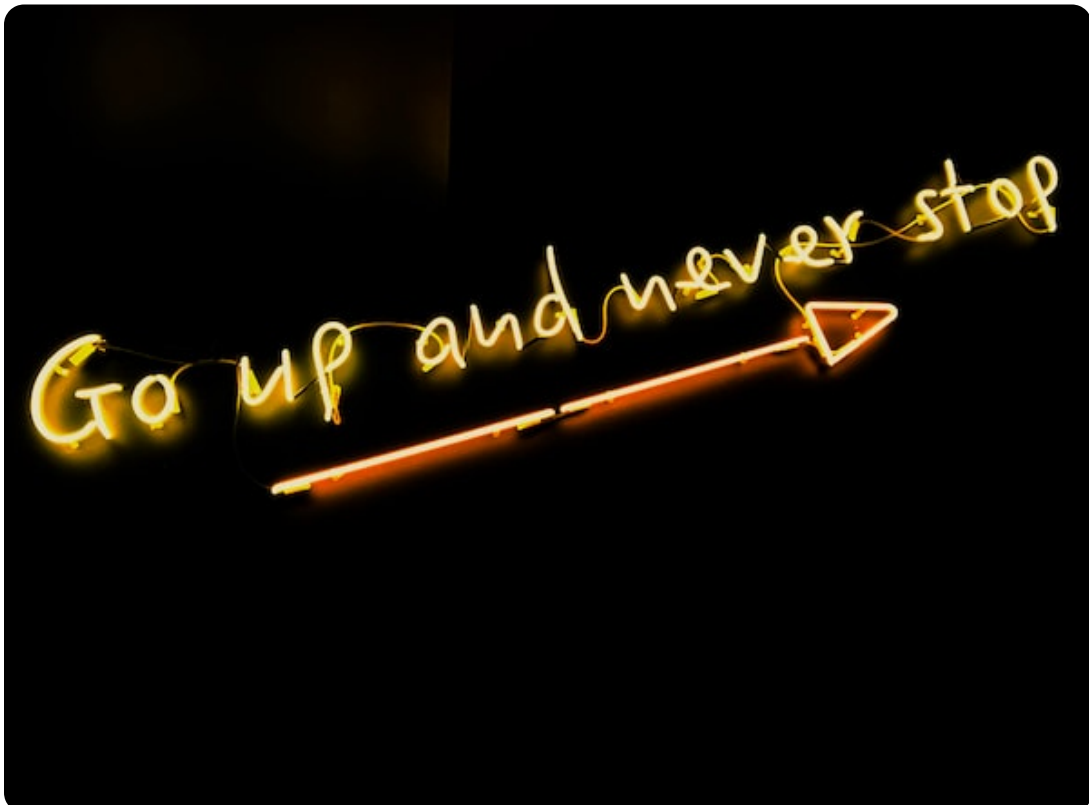
- Continue to over deliver with solutions through services and content creation.
- The quality of engagement will establish the trust with your audience. Don't be desperate to sell your products or services. **Engage more than Hard-selling.**
 - It is not talking about you but being able to put yourself into your audience's shoes.





Leveraging the Feedback Loop

- Listen to your audience and quick to respond even if you have to take a **Course Correction** and change your offering.
- *Any feedback is good Feedback.* Leverage them to **Refine your existing portfolio** and improvise them.
- Use the feedback to **Simplifying the journey** for your audience and providing **Better customer experience.**
- As you keep understanding your audience more and their pain points **Expand you Brand Portfolio** to provide more solutions to them.
- Personal Branding is not a 'Set & Forget' procedure. It does require Consistent inputs of Time and Energy.





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Setup a FREE 121 session with me to get better clarity in you Brand Positioning

Actual Value is about Rs 4999/-But I want to give it free for you.

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