

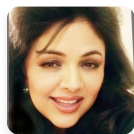
A photograph of two business professionals, a woman on the left and a man on the right, shaking hands in a professional setting. They are positioned in front of a window with horizontal blinds. The woman is wearing a dark blazer and glasses, and the man is wearing a dark suit jacket over a light-colored shirt. The background is slightly blurred, showing the window blinds and a view of a cityscape.

# 7 Steps to Create a Powerful Personal Brand

**Vandana Nanda**  
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# Hi I'm Vandana

I'm here to help you Develop Your Personal Brand to help you grow in your career or business. If you are feeling stuck in your career or business and not growing at the pace that you want to, developing your Personal Brand will help you. Personal Branding will make you more visible to your target audience so that they can find you, select you from the competition and reach out to you.



***Vandana Nanda***  
***Founder WinbrandAcademy.com***

## STEP 1

# Craft your brand vision

A brand vision is written like a mission statement—in the present tense, as if you've already accomplished it. It's clear and paints a vivid picture. A well-written brand vision helps you consciously move from your current state to where you'd like to be. One classic formula for a brand statement follows this template: "I help \_\_\_ do \_\_\_." For example, "I help manufacturing organizations improve their processes to reduce waste and grow profits." Leadership begins with communicating your "why." [As author Simon Sinek says](#), "People don't buy what you do; they buy why you do it."

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A woman with dark hair, wearing a black headset, is looking down at a laptop screen. The screen displays a bar chart with red and purple bars. The background is slightly blurred, showing what appears to be an office or home workspace.

## STEP 2

# Decide what you want to be known for

If you became known as the world's go-to expert on a specific topic, what would that be? The only way to create a compelling personal brand is by becoming the recognized authority in a particular area. Research the competition in that market and determine how you will differentiate yourself. What makes you unique? By leveraging your special gifts, you'll be more likely to stand out from the crowd. Your personal brand should be an accurate reflection of your passions, skills, values and beliefs.

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## STEP 3

# Define your audience

One of the worst mistakes you can make as you build a personal brand is attempting to appeal to everyone. That's why it's so crucial to define your niche. Whom do you want to serve? [According to brand strategist Re Perez](#), "A great brand starts with understanding who you are, what you stand for, understanding your marketplace, and understanding your positioning. What is the perception that you need to create in order to appeal to the target audience that you're trying to appeal to?" A valuable exercise is to create your target profile (or avatar). The more you understand your audience, the better prepared you will be to develop products and services that they want and need. Consider things like their demographics, psychographics, pain points and challenges. What are they struggling with, and how can you help?

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A person is working on a laptop in a modern office setting. The person's hands are visible, typing on the keyboard. The background is a blurred office environment with wooden walls and a window. The text is overlaid on a white rectangular area.

## STEP 4

# Develop a consistent message

What message do you want to consistently reinforce in your content and your marketing? Once you decide what it is, use the same message across all your communication channels. Consistency builds trust and credibility with your audience. In addition to keeping your tone and personality the same, use design elements (like your logo) consistently as well. Finding your unique voice and staying true to it is one of the keys to creating a powerful personal brand.

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## STEP 5

# Be authentic

Your personal brand shouldn't be a persona. It's not an invention. It should be authentically you. Figure out what makes you different. Then learn to embrace that uniqueness and use it to get people to pay attention and seek out your content over everyone else's. People want to interact with people, and that means being real. Determine what you want your brand personality to be. Is it more casual or professional? Quirky or serious? The more authentic you make your personal brand, the more likely visitors to your site will resonate with your message. As Oscar Wilde once said, "Be yourself because everyone else is taken."

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## STEP 6

# Create your own website

If you don't already own your personal domain name (i.e., vandanananda.com), go to GoDaddy or Namecheap right now and see if it's available. If not, look for a variation on the name and buy it. Having your own domain is essential these days, no matter who you are or what you do. And with all the simple website builders out there like Wix and Squarespace, there is no excuse not to develop your own website. And it can also be an enjoyable project! This is your chance to create something that is 100% reflective of who you are and what you stand for..

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## STEP 7

# Build your social media presence

These days, it isn't easy to have a compelling personal brand without an online presence. Once you secure your domain name, check to see if it is available on LinkedIn, Twitter, Facebook and other channels. Then claim your social media profiles and share content regularly. Ideally, you will want to focus on one or two social networks in the beginning. It is better to select one or two carefully selected social networks and try post consistently on them, rather than posting sporadically to half a dozen. Resist the urge to use social media as a bully pulpit and instead encourage a two-way conversation. That way, you'll be more likely to build a trusting, ongoing relationship with your audience.

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A hand is shown holding a large, red, circular button. The button has a white border and the text 'bt.in' is printed on it. The background is a light gray gradient.

Resource 8

## JOIN MY VIP GROUP FOR PERSONAL BRANDING

The inspiration to start this community came as building a personal brand and creating a more valuable 'you' can have a positive effect on both your personal and professional life. A good Personal Brand can grow your career or business by leaps and bounds. Building a good Personal Brand can allow you to follow your Passion and create abundance doing what you love. What we plan to do:

- Learn how to build, launch and grow our Personal Brand
- Share proven ways to monetize our Personal Brand
- Share success stories of Community members
- Promote active discussion on proven growth and monetization models

**[Click here to Join >>>](#)**

# Get a copy of my Book "Your Brand is You" to Develop, Monetize and Scale Your Personal Brand

Developing a compelling personal brand can help you get featured in media, expand your network, attract clients and create a lasting platform—among other things. We all have a personal brand, whether we think so or not. Why not be intentional and make the most of it?

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Attract<sup>o</sup>

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