


A Step-by-Step Guide to Creating Your Personal Brand Statement



What is your
personal brand?

"U" Are a Brand.

CREATING YOUR PERSONAL BRAND STATEMENT

1. CONDUCT A BRAND AUDIT

Who are you and how did you get where you are? What do you stand for today?

2. KNOW YOUR TARGET AUDIENCE

Who is buying Brand "U" and why?

3. DETERMINE YOUR BRAND PURPOSE

What do you stand for? Where are the gaps?

4. CREATE YOUR BRAND POSITIONING

What consistent, meaningful and predictable Promise can you deliver to your target market?

5. TAKE YOUR BRAND TO MARKET

Who needs to know about Brand "U"? How can you consistently tell your brand story?

Branding is the art of differentiation. And personal branding is the art of positioning your personal brand in a way that clearly differentiates you as a distinct and valuable brand.

After all, YOU are a brand and people are buying (or not buying) Brand U.

This step-by-step guide outlines five steps to creating and taking your personal brand to market. It's designed in a workbook format to make it easy for you to follow these steps to create Brand U!





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STEP #1

CONDUCT A BRAND AUDIT

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CONDUCT A BRAND AUDIT

A brand audit is an analysis of your brand in its current state. By determining which qualities of your brand are currently effective and which ones are not, you can restructure your positioning and your messaging to produce better results.

The following questions will help you to conduct your self assessment. It would also be helpful to solicit input from your peers & colleagues.

► Who am I and how did I get here?

► What do I stand for today?

► Where is the consistency with my interests, personal priorities and guiding principles?

► What do I want to stand for? Where are the gaps?

► What are my Strengths & Weaknesses?

Strengths	Weaknesses



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STEP #2

WHO IS YOUR TARGET AUDIENCE?

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WHO IS YOUR TARGET AUDIENCE?

In other words, who is Buying Brand “U” and why are they buying U?

Typically the number one person that you’re targeting with your personal brand is the person that will pay you: employer, investor, client, etc. However, that’s not the only person in your target audience. The second person on your target audience list is the person that influences the person that pays you.

► **Who are your target audiences and what problems do you solve?**

Target Audiences - Who is buying Brand “U”?	Problems You Solve - Why are they buying Brand “U”?

► **If you were a product brand what would your top 3 selling points be?**

1. _____
2. _____
3. _____



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STEP #3

WHAT IS YOUR BRAND PURPOSE?

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WHAT IS YOUR BRAND PURPOSE?

Brand purpose is what you want to stand for.

Brand purpose is the intent behind a brand's existence beyond making money. It represents what it stands for and what are its social obligations towards society, consumers, and the environment. Brand purpose is also known as the North Star or the noble purpose of the brand.

- ▶ Where do you want your brand to be in the next 5-10 years? What's your vision?

- ▶ Why do you do what you do? What gets you out of bed in the morning?

- ▶ What do you believe in? What are your values?

- ▶ What is getting in the way of achieving your vision/goals? Where are the potential gaps in your career?

Examples of Brand Purpose: Existing to Serve the People (Servant Leadership), In the Business of People and Process Improvement, Catalyst for (Type of Change), Match Maker (HR Leader), I Rescue Troubled Companies, Commercializing New Technology Ideas to Make a Lasting and Tremendously Positive Impact on the World, Creating Value for Non-Profits, Helping the Public Sector Procure Cloud Services & Unlock Innovation.

A black and white photograph of a chessboard with several pieces. In the foreground, a black king piece is prominent, with a black queen and a black knight nearby. The board is checkered, and the background is slightly blurred.

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STEP #4

WHAT IS YOUR BRAND POSITIONING?

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WHAT IS YOUR BRAND POSITIONING STATEMENT?

What consistent, meaningful and predictable Promise can I deliver to my target market?
How are you different from your competitors?

Here's a simple template that will help you write your personal brand positioning statement:

- ▶ **I am – Who you are? The Title you would give yourself.**

Tip: Rather than “I am high-tech marketing director” you could say I am a high-tech growth driver.

- ▶ **I help – Who do you add value to? This is your audience.**

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- ▶ **So that – The type of transformation your audience should expect to receive.**

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- ▶ **Now, put it all together in one personal brand statement:**
-
-
-

Examples:

I am a growth driver highly skilled at branding and competitive differentiation for high-tech companies to drive lead generation and accelerate revenue.

I am a Silicon Valley tech-minded entrepreneur who helps tech startup companies build mission-driven products with beloved brands and highly engaged communities.



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STEP #5

**HOW ARE YOU TAKING BRAND
"U" TO MARKET?**

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HOW ARE YOU TAKING BRAND “U” TO MARKET?

What do you need to do to execute your personal brand strategy?

Now that you have your personal brand statement written, it's time to incorporate your brand into your life and your work. Consistency is important. Think of all the places and ways you can accentuate your personal brand.

- ▶ Update your profile information. Here's a checklist to get you started.
 - ✓ Your elevator speech
 - ✓ Your resume
 - ✓ Your cover letter
 - ✓ Your social media accounts
 - LinkedIn
 - Facebook
 - Twitter
 - Instagram
 - ✓ Your corporate bio
 - ✓ Your blog bio
 - ✓ Your professional associations, volunteer organizations and board affiliations
- ▶ Align your social media content strategy (Likes, Shares and Original Content) with your personal brand positioning.
- ▶ Stay true to your brand and revisit it often.

*Suggestion: Try searching for yourself online to see where your 'brand' is appearing.
You might be surprised.*

About the Author



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Principal & Founder

Tesla Marketing

Joan Tesla is the Founder and Principal of Tesla Marketing, a Pittsburgh-based consulting firm she started in 2018 to pursue her passion for brand positioning and personal branding. She specializes in content marketing strategy and personal branding and LinkedIn makeovers for entrepreneurs and senior-level executives.

Prior to starting Tesla Marketing, Joan spent more than 20 years leading B2B strategic marketing and brand management, thought leadership, influencer marketing, demand generation and public relations for financial services, high technology, healthcare, and non-profit organizations.

She holds a Master's degree in Business Administration from Robert Morris University and a Bachelor's degree in Marketing from The Pennsylvania State University.



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HIRE WITH CONFIDENCE

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Passionate About Storytelling

Strategic B2B Marketing | Writing | LinkedIn Makeover Consulting

I leverage my 25+ years of expertise to help businesses and executives who lack an understanding of strategic marketing create strong brands through brand positioning and content strategy.

Need help telling your story? Let me put my experience to work for you.



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