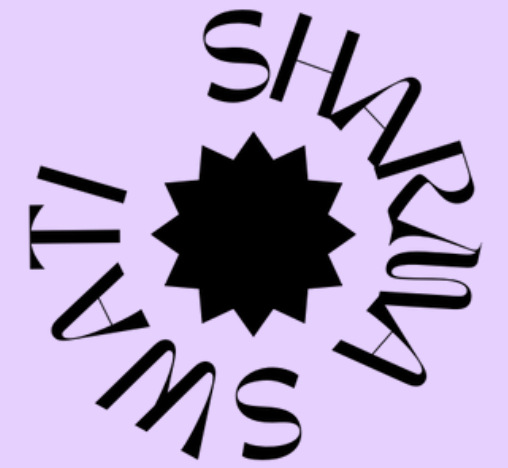


**ELEVATE YOUR  
INFLUENCE:**



THE POWER OF  
PERSONAL BRANDING

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**Swati Sharma Co.**

# What is a 'brand'?

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## **Is it:**

- A) A unique logo and colour palette.
- B) The packaging design of a product.
- C) A memorable advertising slogan or campaign.
- D) A distinctive identity encompassing the values, experiences, and perceptions associated with an entity, product, or individual.

# Personal branding - Who are you? :)

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- Have a piece of paper handy if you'd like to go through some of the activities throughout this discussion to help you clarify your personal brand.
- On your paper, write down one sentence that you believe defines your personal brand today. This sentence should reflect who you are and what you stand for, encompassed into one statement to the best of your ability.
- Don't overthink it, just write what first comes to mind!

# What is a 'brand'?

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- Contrary to popular belief, a brand is not simply a colour palette and a fancy logo.
- **"A brand is an ever evolving entity of tangible and intangible components that encompasses the entire experience someone has with a person, company, product, or service."**
- It's how people **feel** when they think of a business/entity – the emotions and memories evoked by interacting with your medium.
- It includes **visual elements, emotional connections, experiences,** and **perceptions** held in the minds of yourself and others.
- It's what sets you apart from others within the digital and material world.

# Personal Branding in the Digital Age

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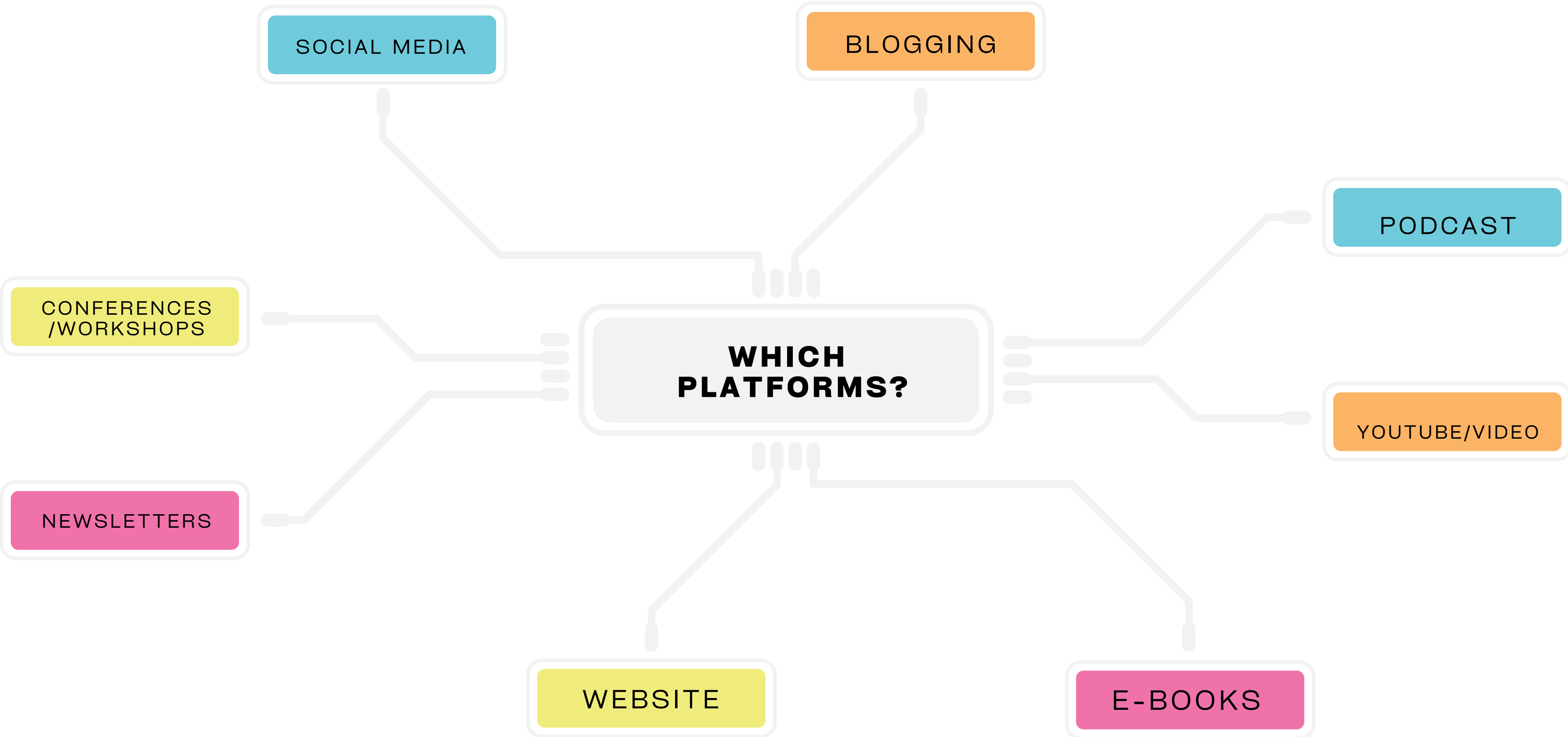
## What is 'Personal Branding'?

- Personal branding is the art of creating a distinct image and reputation for an individual in a digitally-driven world.
- It involves creating a compelling and consistent story that reflects your values and identity.
- It goes beyond a traditional resume, encouraging thought leadership and your unique perspective.

## Why does it matter?

- A consistent and thoughtful personal brand lets us differentiate ourselves amongst others in our spaces (work-related or personally), and allows us to **foster trust, build loyalty, and offer opportunities impacting career and life goals.**

# Mediums for expressing our personal brand include:



# Personal Branding as a Tool for Resistance

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- Personal branding can be used as a tool to safeguard ourselves in a time of economic uncertainty and a challenging employment landscape:
- **Reclamation of Power:** It allows you to take control of your narrative, reducing reliance on traditional corporate structures.
- **Authenticity Over Conformity:** It emphasizes genuine self-representation and authenticity which might be subdued in a traditional setting.
- **Direct Engagement:** Bypassing traditional gatekeepers (ie. corporations) while allowing us to engage directly to build an audience and ideally monetize our strengths.

## **Simultaneously:**

- It also acts as a way for us to strengthen our value in the traditional job market.

# Express Your Authenticity

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- Authenticity is the key driver in building your personal brand, building trust and increasing our likelihood of creating lasting connections.
- For BIPOC individuals, authenticity can involve celebrating and sharing our cultural backgrounds rather than blending in.

## **Authenticity vs. Oversharing:**

- Boundaries are important: share genuine experiences, stories, and insights that align with your brand message vs. stream of consciousness



# **ACTIVITY: DEFINING YOUR PERSONAL BRAND**

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# Step 1: Craft Your Story

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- First, let's get an understanding for how you will express your personal journey.

What is your personal "story"? How did you get to where you are now?

- Reflect on the most pivotal moments from your life that led you to where you are today. What were they, and why were they significant?

# Step 2: Core Values

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- What are 3-4 adjectives you would use to describe your personality?  
Alternatively, what are 3-4 adjectives others have used to describe you?
- If you had to name 10 core values that you personally align with, what would those be? For example, integrity, kindness, honesty, authenticity, etc.
- From this list, choose the top 4 that spark the most emotion with you.  
These core values should help guide you in the way you express yourself online.

# Step 3: Your Authentic Self

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- What qualities in your work make you feel like your most authentic self? List at least 3.
- What do you believe you are an expert in? What does your audience and network know you for? List at least 3 answers for each.
- What do you think sets you apart from other experts in your industry?\*
- \*This key differentiator will be important in how you communicate about the value you bring.

# Step 4: Define Your Target Audience

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- Who do you believe benefits the most from your skills or strengths?
- How does your story or work align with their needs or aspirations?
- If you had to create an idea of your ideal audience member, who would they be?
- Get specific! Include demographic information, where they might be located, what they do, and why they are following you.

# Step 5: Content Ideas

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- What are the professional and personal topics that you feel most comfortable discussing publically that you believe you have knowledge on, experience in, and are passionate about that align with how you express yourself in your work?
- Take note of these, as these will guide the type of content that you will be posting.

# Your Compass: Your Unique Value Proposition (UVP)

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- A value proposition is a statement that explains how you solve your audience's needs and what distinguishes you from the competition.
- It communicates the primary benefit that a person (or company) offers.

## **Why it matters for personal branding:**

- Having a well defined UVP positions you clearly in the minds of others such as your audience, colleagues, recruiters, and network.
- Allows you to effectively communicate your unique strengths and the tangible benefits of collaborating or working with you.
- Sets the tone for how you want to be perceived and the value you bring to the table.

# Crafting Your UVP/Brand Statement

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## **Sample UVP and brand statement for Swati Sharma:**

"I help psychedelic leaders to amplify their message and stand out in the media landscape by using storytelling and unique industry insights."

Craft your UVP and brand statement using the following:

"I help [target audience] to [unique value] through/by [core strengths/skills]."



# Conclusion

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- How would you define your personal brand now?
- How does it compare to your initial exploration?
- Any questions? :)

