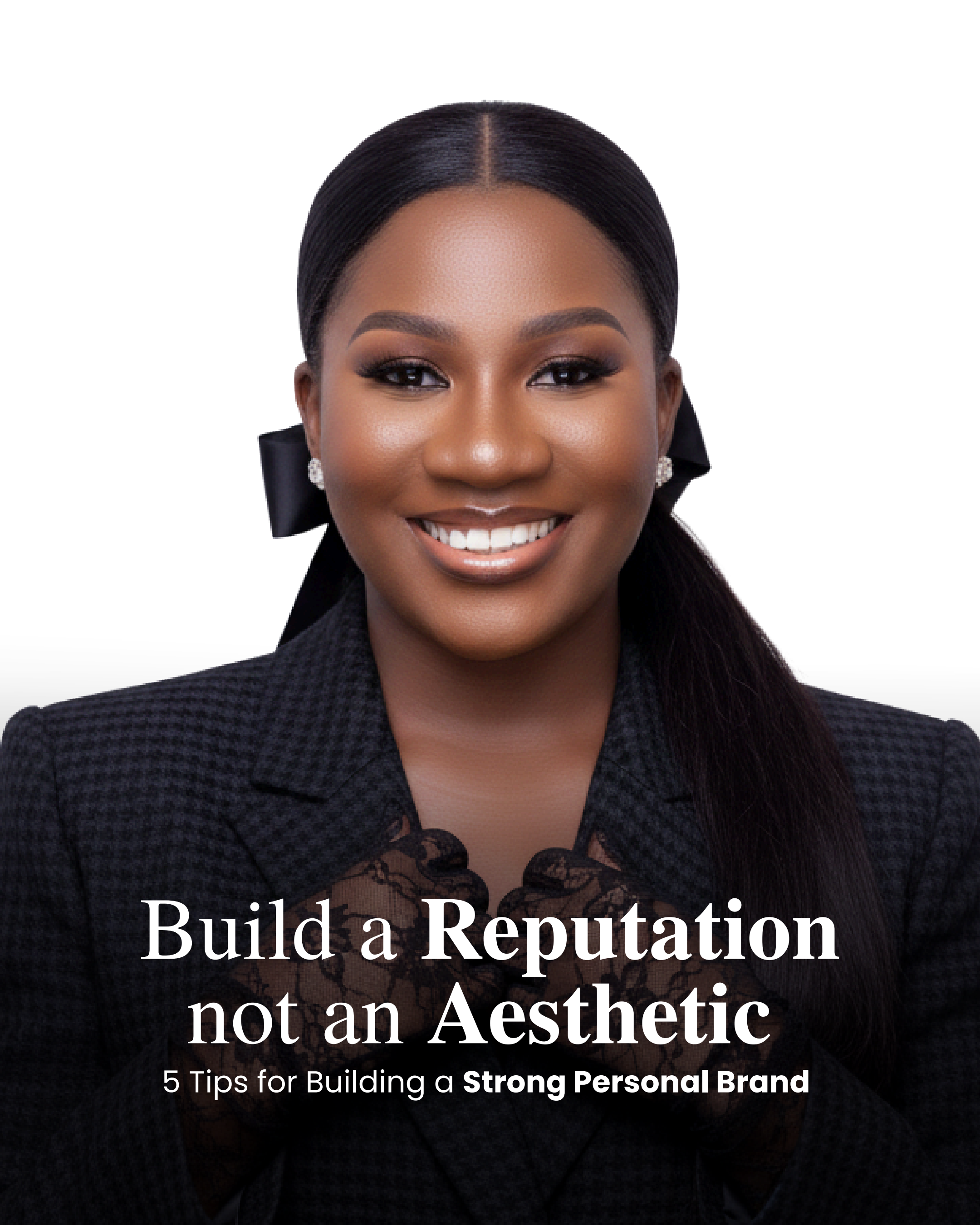


Build a **Reputation** not an **Aesthetic**

5 Tips for Building a **Strong Personal Brand**

Qn?

What is a Personal Brand

A personal brand is fundamentally your reputation; it is the mental shortcut people use to describe who you are and what you are capable of.

It is not about aesthetic choices like a new wardrobe, a logo, or a specific hair colour, but rather **the unique collection of skills and personality you project to the world.**



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Tip 01

Focus on **Behavior** over **Appearance**

Rebranding or building a brand starts with **changing your daily habits** and how you show up.

You cannot simply play pretend; you must do the invisible work of changing your behaviour when no one is watching.



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Tip 02

Embrace being Misunderstood

Building a new reputation **takes time.**

You have to endure a period of being **unseen or misunderstood** while you transition into the new version of yourself.



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Tip 03

Use **Inverted Thinking**

Instead of only asking what you should start doing to build your brand, ask yourself: **"What am I doing right now that is preventing me from having the brand I want?"**

Identifying and removing negative behaviors is often more effective than adding new ones.



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Tip 04

Avoid **Labels**

Labels **put you in a box** and can easily become self-fulfilling prophecies that limit your growth.

Instead, recognise that you can be multiple things at once; for example, I am an **entrepreneur, brand builder, digital marketing strategist, growth enthusiast & business advisor.**



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Tip 05

Build Authority through **Social Proof**

To make a brand feel "safe" and trustworthy to an audience, you should **back up your claims with tangible results and numbers.**

Use your **past achievements** to command attention and provide a reason for people to trust your expertise.



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In a **Nutshell**

Do the gritty, invisible work when no one is watching.

If you **have the receipts**, you don't have to shout.

Success belongs to those who can **endure the period of being unseen** while they transition into a new version of themselves.

Your brand is fluid. Don’t let a label prevent you from developing the skills you need.

Which personal branding tips are working well for you?



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