

7 QUICK STEPS TO BUILD A
**PERSONAL
BRAND**
WITH POWER

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AUDIT YOUR PERSONAL BRAND

Take stock of your current presence and how others see you through this checklist:

- **Google yourself** - see what shows up.
- **Review your social media profiles** - bios, profile pics, content style, and consistency.
- **Check professional platforms** - LinkedIn, company website, speaking bios, email signature.
- **Ask 3-5 trusted peers** - how would they describe you in a sentence? Compare this to how you'd describe yourself.
- **Remove outdated or irrelevant content** - old blog posts, inactive platforms, or posts that no longer align with who you are.
- **Highlight your strengths** - note what's already working well and worth amplifying.
Spot the gaps - where is your brand clear, inconsistent, or missing?



EYE ON THE ULTIMATE GOAL

Clarity on your why will shape how you show up and what success looks like:

- **Identify your primary goal** - e.g. winning more business, increasing visibility, landing speaking gigs, attracting media attention.
- **Think long-term + short-term** - what do you want to achieve in the next 6 months vs 2-3 years?
- **Make goals measurable** - “Grow LinkedIn following by 30%” or “Secure 3 podcast interviews this year.”
- **Link goals to impact** - how will achieving this help your career, business, or community?
- **Prioritize** - if you could only achieve one goal this year, which would matter most?

IDENTIFY YOUR TARGET AUDIENCE

Knowing who they are, helps you tailor your message, tone, and platforms:

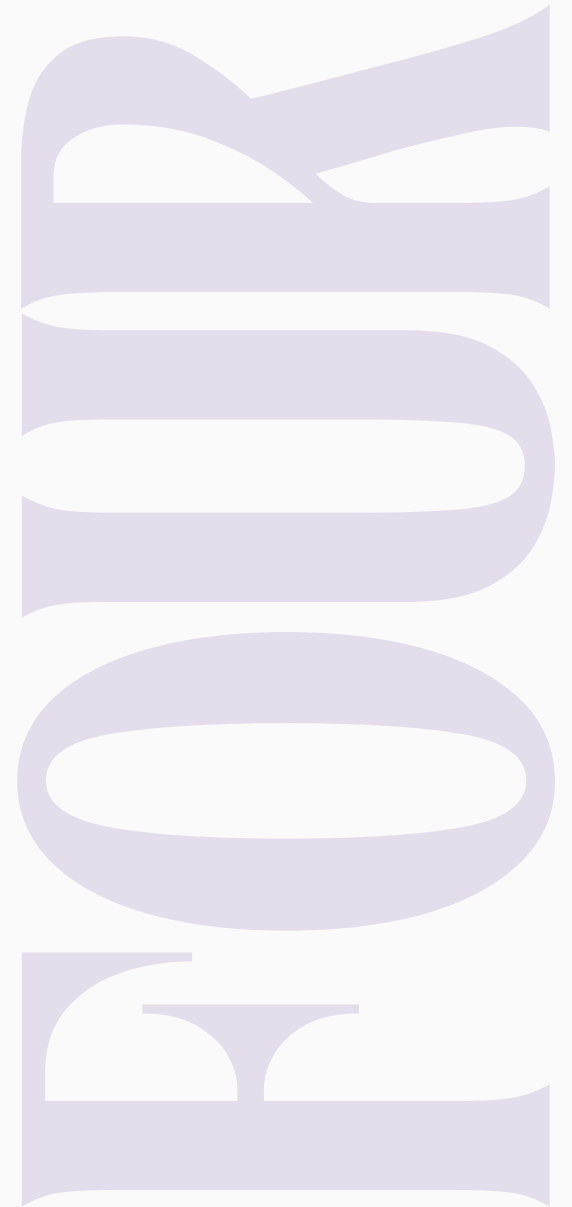
- **Define your personas** - Who exactly are you trying to reach (clients, industry peers, recruiters, investors, media)?
- **Pinpoint their location** - Are they local, national, or global? Online or in-person?
- **Understand their goals & challenges** - What do they want to achieve, and what problems keep them up at night?
- **Map their information sources** - Do they scroll LinkedIn, listen to podcasts, read trade journals, or watch TikToks?
- **Note their habits** - When and how do they spend their time online? When are they most active?
- **Clarify what they care about hearing from you** - expertise, tips, stories, or inspiration.

BUILD A SOCIAL MEDIA PRESENCE

Your social channels are often the first place people experience your brand. Choose wisely and show up consistently:

- **Pick your platforms** - Focus on 1-2 where your target audience actually spends time (LinkedIn, Instagram, TikTok, etc.).
- **Optimize your profiles** - Update your bio, profile photo, header, contact details to reflect your brand.
- **Set a posting rhythm** - Consistency beats volume; decide if you'll post 2-3 times a week or weekly thought leadership pieces.
- **Mix your content types** - Stories, reels, carousels, live sessions, articles - experiment with formats that showcase your voice.
- **Engage, don't just broadcast** - reply to comments, share others' posts, and join the chats.
- **Stay authentic** - let your personality and values come through rather than sound like everyone else.

Social media is not just about being visible - it's about being memorable in the right spaces.



GROW YOUR NETWORK

Your network is your brand's amplifier. The more meaningful connections you build, the more opportunities flow your way:

- **Map your key people** - Who are the experts, peers, and decision-makers in your niche?
- **Engage consistently** - Comment thoughtfully on their posts, share their work, and join discussions.
- **Reach out intentionally** - Send personalized messages instead of generic connection requests.
- **Show up in the right rooms** - Attend industry events, webinars, or communities where your audience and peers gather.
- **Nurture relationships** - Don't just connect once - follow up, check in, and add value over time.
- **Look for collaborations** - Guest posts, podcast swaps, panels, or joint projects expand reach and credibility.

Networking isn't about collecting contacts - it's about building genuine relationships that help both sides grow.





NOW TELL YOUR STORY

Your story is your most powerful differentiator. People connect with people - not polished résumés:

- **Identify your turning points** - What pivotal moments shaped who you are today?
- **Highlight your values** - Which beliefs and principles drive your decisions?
- **Share challenges & wins** - Show the real journey - the struggles as well as the successes.
- **Be authentic** - Write and speak in your natural tone; don't try to copy someone else's style.
- **Make it relatable** - Connect your story to lessons or insights your audience can take away.
- **Keep it evolving** - Your story isn't static; update it as you grow and achieve new milestones.

Authenticity builds trust - and trust is the foundation of every strong personal brand.

MEASURE YOUR IMPACT

A personal brand is never “done.” Tracking your progress helps you refine your strategy and grow with intention:

- **Track key metrics** - followers, engagement, profile views, website traffic, or media mentions (choose what aligns with your goals from Step 2).
- **Review regularly** - set a monthly or quarterly check-in to evaluate what's working.
- **Experiment & compare** - test different content formats, posting times, or topics, then note the results.
- **Spot patterns** - Which posts spark conversations? Which networks drive the most opportunities?
- **Cut what doesn't work** - don't waste time on platforms or strategies that don't serve your goals.
- **Celebrate wins** - whether it's landing a podcast invite, growing followers, or receiving client inquiries, track your progress beyond just numbers.

Measurement isn't about chasing vanity metrics - it's about making sure your efforts are creating real impact.

BECOME YOUR OWN BRAND BOSS!

START TODAY...

Book a free session with me
and never look back!

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