

# 20

# PERSONAL BRANDING IDEAS

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1.

## Signature Style

Your personal style is often the first impression people get before you even speak. Think of leaders like Steve Jobs with his black turtleneck or Oprah Winfrey's elegant yet approachable look. A consistent style in clothing, accessories, or even digital aesthetics communicates reliability and helps you stand out. For professionals, this might mean dressing in a way that reflects your brand values, minimalist, bold, creative, or polished. Your style should match the emotions you want your audience to feel when they see you. This doesn't mean expensive clothes, but intentional choices that reinforce who you are.



## 2.

### Personal Logo

A personal logo is a visual shorthand for your brand identity. It doesn't have to be flashy, sometimes the simplest marks (a monogram, a clean symbol, or your initials in a custom typeface) are the most memorable. Your logo should represent your values, style, and industry. For example, if your focus is creativity, a hand-drawn style may work, while if you're in finance, a sleek, geometric design might fit better. Use your logo consistently on websites, social media, presentations, and email signatures. Over time, your logo becomes an instant recognition trigger that associates you with credibility and professionalism.

### 3.

## Catchphrase or Tagline

A tagline distills your essence into a powerful one-liner. It's your elevator pitch in words, short, memorable, and emotional. Great taglines like Nike's "Just Do It" or Apple's "Think Different" are effective because they embody a mission, not just a product. Your tagline should reflect your personality and the transformation you promise your audience. For example, a coach might use "Helping Leaders Lead With Courage." A speaker could use "Turning Pain Into Purpose." Place your tagline on social media bios, websites, and even intros when you network. Over time, it becomes a rallying cry people associate with you.

## 4.

### Signature Content Series

Content creates authority. A signature series means regularly publishing around one consistent theme in a format that suits you, blog posts, YouTube videos, podcasts, or newsletters. Think of it as your weekly “show” where your audience knows what to expect. For example, a marketing professional might launch “Monday Marketing Minutes,” delivering tips weekly. A therapist might do a “Wellness Wednesday” podcast. Consistency in content builds trust and keeps you top-of-mind. The key is to stick with one central message and deliver value consistently. Over time, your series becomes an anchor for your brand, drawing people back regularly.

## 5.

### Color Palette

Color psychology plays a big role in branding. Think of Coca-Cola's red (energy, passion) or Tiffany & Co.'s teal (luxury, calm). Choose 2–3 brand colors and use them everywhere, your website, social graphics, business cards, even outfits if possible. For example, navy and gold communicate professionalism and prestige, while earth tones can signal warmth and authenticity. Consistency builds recognition. Over time, your audience will subconsciously connect those colors with you. Choosing your palette is not just about aesthetics, it's about creating a feeling people associate with your presence. Stick to your palette to reinforce that feeling every time.

## 6.

### Typography Identity

Fonts are an underrated part of branding. Just like colors, typefaces communicate mood and style. Serif fonts (like Times New Roman) often signal tradition and authority, while sans-serif fonts (like Helvetica) communicate modernity and simplicity. Script fonts can feel elegant or creative. Pick 1–2 fonts for all your brand materials, from websites to social media graphics. Consistency in typography builds cohesion. For example, using the same headline font across your blog, presentations, and digital content creates a professional look. Fonts also need to be readable, avoid using too many styles, which can confuse or weaken your message.



## 7.

### Personal Website

Your personal website is your digital home. Social media platforms can change algorithms or disappear, but your website is fully yours. A strong personal website tells your story, shares your expertise, and serves as a hub for your content. It should include a professional bio, portfolio, contact information, and ideally, a blog or resources. Think of it as your digital business card + resume + brand showcase. It's also where you can build trust through testimonials and case studies. If someone Googles your name, your website should be the first and best thing they find.

## 8.

### Brand Archetype

Brand archetypes are powerful storytelling tools. They're universal roles like *The Creator*, *The Sage*, *The Leader*, *The Nurturer*, that make people connect emotionally. For instance, Nike is "The Hero," helping people achieve greatness, while Disney is "The Creator," sparking imagination. Choosing your archetype helps you communicate consistently. If you're "The Visionary," your content should inspire people to see new possibilities. If you're "The Guide," you help people on their journey. Archetypes give depth to your brand personality. When you consistently embody one, your audience feels like they know you better, which deepens trust and connection.

## 9.

### Custom Hashtag

A custom hashtag creates a community around your content. Think of #GirlBoss or #100DaysofCode. When people use your hashtag, they not only follow your brand but also contribute to it. Choose something short, unique, and easy to remember. For example, a motivational coach might use #RiseWithCourage, while a branding consultant might use #BrandWithImpact. Use your hashtag on every post and encourage followers to use it too. Over time, your hashtag becomes a hub of conversation and content around your brand, extending your visibility and giving people a sense of belonging.

## 10.

### Signature Speaking Topic

Public speaking is one of the fastest ways to establish authority. Instead of speaking on many topics, choose one signature subject that becomes “your thing.” For example, Simon Sinek is known for “Start with Why.” Brené Brown is associated with “Vulnerability and Courage.” Choosing your topic narrows your positioning and makes it easier for people to remember you. It also positions you as the go-to expert in that area. Once you own your topic, you can speak on stages, podcasts, panels, or even social media lives, always reinforcing your signature message.

## 11.

### Unique Storytelling Framework

Your story is what makes you unforgettable. But to maximize its impact, you need a framework, a structured way to share it consistently. For example, you might use a 3-step story arc: *Challenge → Breakthrough → Transformation*. Or the “Hero’s Journey” framework: *Call to Action → Struggle → Victory → Lessons Learned*. When you use the same storytelling framework across talks, blogs, and videos, people start to recognize your narrative rhythm. Storytelling builds emotional connection, which is at the heart of personal branding. Facts inform, but stories inspire and stick.



## 12.

### Branded Templates

Consistency in visuals saves time and strengthens recognition. Branded templates for social media, presentations, or email newsletters ensure every piece of content looks polished and cohesive. Tools like Canva or Adobe Express allow you to create custom templates with your brand colors, fonts, and logo. This not only builds brand recognition but also saves you hours of design work. Imagine every time you post, your audience immediately recognizes it's yours without even seeing your name. That's the power of branded templates, they reinforce your identity across multiple platforms seamlessly.

## 13.

### Professional Photoshoot

High-quality photography elevates your brand instantly. Blurry selfies or random stock photos don't convey professionalism. Invest in a photoshoot with a photographer who understands branding. Plan outfits, settings, and poses that reflect your personality and industry. If you're a thought leader, shots of you speaking or writing might fit. If you're in a creative field, more artistic photos may work. These images will serve as assets for your website, social media, press features, and speaking engagements. Professional photos not only make you look good but also communicate credibility and intention.

## 14.

### Personal Symbol

Symbols carry meaning. A personal symbol, like a lion, compass, crown, or tree, reinforces your identity and values. For example, a crown may symbolize leadership and excellence, while a tree can represent growth and wisdom. Use your symbol in your logo, website, or even as a recurring motif in your content. Over time, people will associate that image with your brand. A strong symbol also creates emotional connection, it helps people visualize your identity in a way words alone cannot. It's a subtle yet powerful way to make your brand memorable.

## 15.

### Thought Leadership Posts

To be seen as a leader, you need to share ideas. Thought leadership posts are not just motivational quotes, they're original insights, experiences, and perspectives you bring to your industry. These could be blog posts, LinkedIn articles, or Twitter threads. The key is consistency and depth, share lessons learned, case studies, or predictions about the future. Over time, your posts become a resource for your community and position you as a trusted voice. People don't just follow thought leaders for information, they follow them for perspective and guidance.

## 16.

### Signature Product/Service

Every strong personal brand has a flagship product or service, the “signature offer” that represents their expertise. For example, Marie Forleo has “B-School.” James Clear is known for his book *Atomic Habits*. Your signature product should solve a big problem your audience has, in a way only you can. It becomes your calling card. Once established, all your other offers or content can branch off from it. Having a signature product gives your brand clarity and focus, while making it easy for people to recommend you to others.



17.

## Digital Signature

Every email you send is a branding opportunity. A professional email signature with your logo, tagline, and links to your website or social media adds polish. Instead of just your name, include a simple, consistent design that reinforces your brand colors and message. For example:

This small detail makes a big impact because it shows professionalism and subtly markets your brand every time you hit “send.” It’s low effort, but high return.

18.

## Branded Backgrounds

In today's digital-first world, you're often seen on Zoom, Teams, or webinars. A branded virtual background adds instant professionalism. This could include your logo, brand colors, and tagline. It makes you stand out in meetings, especially with potential clients, partners, or audiences. You could even create multiple versions, one for formal meetings and another for casual content recordings. Just like a physical office reflects your brand, a digital backdrop communicates authority and preparedness, reinforcing your identity in every interaction.

## 19.

### Values Manifesto

A manifesto is a declaration of who you are, what you stand for, and what you believe in. It could be a one-page PDF, a blog post, or a section on your website. For example: *“We believe in integrity over shortcuts, vision over fear, and service over ego.”* A manifesto attracts people who share your values and repels those who don’t which is good because branding is about clarity, not pleasing everyone. Sharing your manifesto shows confidence and positions you as a leader with conviction, not just another voice in the crowd.

## 20.

### Personal Branding Booklet or Journal

Creating a tangible resource like a booklet, journal, or planner is a unique way to extend your brand. For example, you could design a workbook that guides people through personal branding exercises, or a journal filled with prompts connected to your philosophy. Physical products add legitimacy and create a lasting touchpoint for your audience. Even digital booklets (PDF guides, downloadable planners) can achieve this. They're excellent as lead magnets or paid products. They not only spread your ideas but also allow people to interact with your brand in a hands-on way.

Each of these ideas strengthens your personal brand in a unique way. You don't have to implement all 20 at once. Instead, pick 3–5 that align with your goals and roll them out

consistently. Over time, they'll layer together into a powerful, recognizable personal brand.