**1. Introduction**

In today’s hyper-connected world, personal branding is no longer optional; it’s essential. Whether you're a seasoned professional, a rising leader, or an entrepreneur, your brand influences how you're perceived, trusted, and chosen. KinKel Consults offers a tailored Personal Branding service to help you strategically define and showcase your unique value.

**2. Objectives**

Our Personal Branding service aims to:

* Clarify your identity - Understand your core values, strengths, and aspirations.
* Craft a compelling narrative - Develop a cohesive brand story aligned with your goals.
* Elevate your presence - Position you authentically across digital and offline channels.
* Enable growth - Unlock opportunities for thought leadership, career advancement, or business success.

**3. Our Approach: The KinKel 3-Phase Model**

**Phase 1: UNCOVER**

* 1:1 Discovery Consultation
* Personal SWOT Analysis
* Values, Vision & Voice Alignment
* Reputation Audit (Google Search + Social Media Scan)

**Phase 2: UNDERSTAND**

* Brand Positioning Statement
* Visual Identity Guidance (Colour Palette, Fonts, Photography Style)
* Digital Platform Strategy (LinkedIn, Personal Website, Email Signature, etc.)
* Tone of Voice Development
* Content Strategy Framework

**Phase 3: UNLOCK**

* LinkedIn Optimisation
* Personal Website or Bio Page Drafting
* Professional Headline and Elevator Pitch
* Thought Leadership Plan (Article, Speaking, Mentorship ideas)
* Branded CV and Portfolio Templates (Optional Add-on)

**4. Deliverables**

* Personal Branding Audit Report (PDF)
* Custom Brand Guide (Voice, Tone, Look & Feel)
* LinkedIn Banner + Profile Summary
* Personal Bio (Short & Extended Formats)
* Branded Document Templates (CV, Proposals, Pitch Deck)
* Optional: Personal Brand Website (Starter Page or Full Site)

**5. Timeline**

|  |  |
| --- | --- |
| Phase | Duration |
| Discovery & Audit | 1 week |
| Brand Strategy | 1–2 weeks |
| Launch & Assets | 1 week |
| Total | ~3–4 weeks |

**6. Investment**

We offer flexible packages to match your ambition:

* Starter: £350  
   Ideal for professionals seeking a refreshed LinkedIn & bio.
* Pro Builder: £750  
   For rising leaders, building visibility across platforms.
* Executive Brand Suite: £1,200  
   Full-service branding, including strategy, assets, and optional website development.

Custom pricing is available for organisations or teams.

**7. Why KinKel Consults?**

* Expertise across Data, Strategy, and Communication
* Brand-aligned, research-driven approach
* Tailored for professionals in healthcare, tech, and consultancy
* Trusted methodology grounded in clarity and confidence

**8. Next Steps**

Let’s bring your brand to life.  
Click below to schedule a [free consultation](https://kinkelconsults.com/contact-us) or contact us via:  
📧 info@kinkelconsults.com | 🌐 www.kinkelconsults.com