

# WHO AM I?

How to define  
your Personal Brand.

# ABOUT ME

- Freelance Photographer
- Brand (Marketing) Manager (7+ years)

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# WHAT IS PERSONAL BRANDING?

Personal branding is the process of defining and promoting what you stand for as an individual. Your personal brand is a culmination of the experiences, skills and values that differentiate you.

# OK, BUT WHY?





If you do not  
define yourself,  
others will do it  
for you.





# 10 STEPS TO DEVELOP YOUR PERSONAL BRAND

STEP 1

# FIND YOUR TOPIC

- What is your topic?
- What are you an expert in?
- What can others learn from you?





## STEP 2

# DEFINE YOUR GOAL

- What do you want to achieve?
- Why do you want to expand your personal brand?
- Try to formulate your goals as SMART as possible.





## STEP 3

# DEFINE YOUR TARGET GROUP

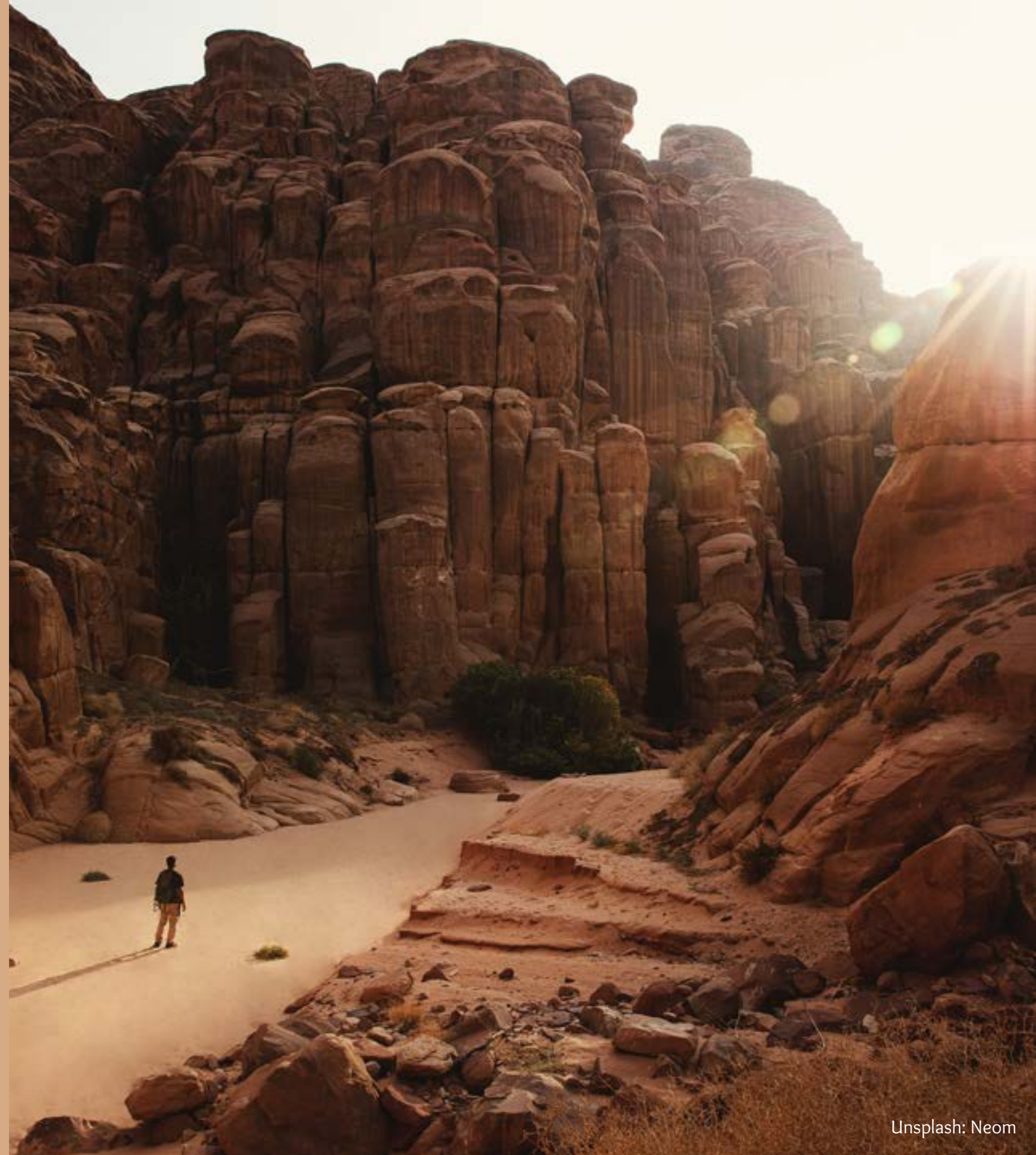
- Which target groups do you want to address in order to achieve your goals?
- Describe your target group as precisely as possible.



STEP 4

# YOUR CUSTOMERS' BENEFITS

- How does your target group benefit from you?
- What can others learn from you?
- What can you pass on to others?





## STEP 5

# CHANNELS

- Which channels (online & offline) do you use to reach your target group?
- Which channels do you feel comfortable with?



STEP 6

# YOUR VALUES

- What are your values?
- What do you stand for?





STEP 7

# POSITIONING

- What is your vision?
- How do you stand out from your competitors?
- Why should your customers choose you over the competition?





## STEP 8

# YOUR CONTEXT

- What context are you in?  
E.g.: employer, career changer, mother of three, triathlete





## STEP 8

# YOUR APPEARANCE

- What does your brand look like?
- Do you have a trademark?
- What feeling does the brand appearance convey and how?  
e.g. colorful, minimalist, black turtleneck sweater



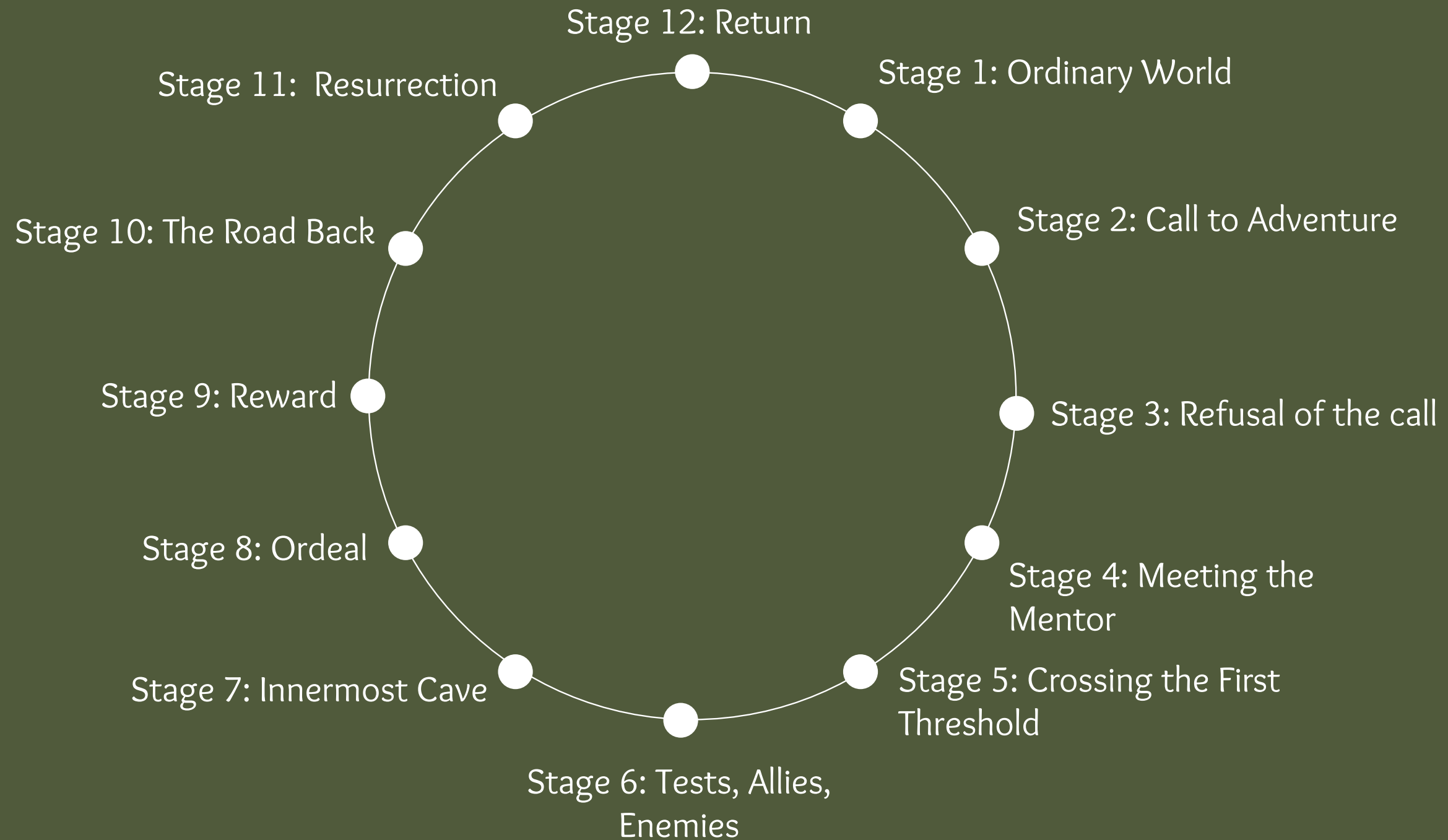


Tell your story.





# EVERY ADVENTURE IS PERSUED BY AN HERO





# DOWNLOADS

[www.ellen-weigel.de/personal-branding](http://www.ellen-weigel.de/personal-branding)

