

10 TIPS TO *BRUSH UP* YOUR PERSONAL BRAND



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These tips will instantly create **consistency** and **credibility** in your industry which creates **trust**.
And Trust creates **opportunity** and/or **sales**.

FOR YOUR ONLINE IMAGE:

1. **Get a custom domain of your name/brand name.**

Yes, even if you're not a business, because you *are* a brand. If you don't plan to have a website yet, you can forward it to your Instagram, Facebook or LinkedIn account. This will increase your credibility and authority in your industry.

To purchase, I use GoDaddy.com, check them out.

2. **Update your email to a professional email to a custom domain.**

This is improve your credibility. If you cannot get a custom domain, stick to Gmail or Yahoo.

You don't want to be outdated. Using AOL or SBCGlobal.Net will date you, as well as, show that you are an individual and not a business that can handle my business.

3. **Create a custom email signature.**

An email signature can be one of your first impressions. Having one increases credibility, showing you're a professional.

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4.

Remove or hide publically all photos that are not in alignment with your brand from social media on public and business accounts.

You don't want to present a confused brand image or show anything that will contradict your message. Keeping in alignment with demonstrate consistency and build trust with your audience.

5.

Get a professional brand headshot.

This photo should represent the look and feel of your present image.

Take a new photo if, it's your senior photo, it has an old hairstyle, your business has changed, it's more than a year old.

You want your audience to recognize you. Take this photo and update your email and social media profile pictures to the same photo.

6.

Create consistent social media banners (Facebook, LinkedIn, Twitter, etc.) to the same photo, message, graphics, color palette.

Consistency across all digital platforms is so important for brand trust, your banners are an easy way to accomplish that.

7.

Change your social handles to the same name.

Don't lose your audience by having inconsistent ways of finding you. Example "phepherose" is me on all social media accounts. You can always find me easily and effortlessly.

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FOR YOUR OFFLINE IMAGE:

8.

Update your mobile voicemail to a professional/branded message.

This is another level of professionalism and credibility that will create trust.

9.

Create a professional/networking wardrobe with pieces that are aligned with your brand image.

10.

Find a staple color or pattern from your brand palette and find a wardrobe piece or accessory that amplifies your personal brand.

Your wardrobe is a great and fun way to showcase your brand style in person, make you stand out in a crowd and bring brand recognition. Again, brand recognition builds, that's right, trust. And trust bring opportunity and sales.



**See this jacket, you'll see it in many places across my platforms.*

TAKE ACTION:

Give yourself a deadline to complete these tasks: _____

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You can either **position yourself** or get positioned.