

# 10 TIPS TO *BRUSH UP* YOUR PERSONAL BRAND



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Let's be honest, how you show up matters.  
It's time for you to **make an impression that gets noticed.**

Did you know:

**90%**

of information  
sent to the brain is  
visual.

**60Kx**

Visual are  
processed 60,000  
times faster than  
text.

**7sec**

to make a first  
impression.

So, we've put together **10 Tips** that you can implement  
now, without a designer, that will brush up your brand  
on and offline.

If you have questions about these tips or how to implement them,  
join our Facebook group,  
**[facebook.com/groups/brushupyourbrand](https://www.facebook.com/groups/brushupyourbrand)**

# 10 TIPS TO BRUSH UP YOUR PERSONAL BRAND

These tips will help you demonstrate **consistency** and **credibility** in your industry, which creates **trust**.  
And trust creates **opportunity** and **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 the domain 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 with 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You don't want to be outdated.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 from public social media and business accounts all photos that are not in alignment** with your brand. Or on private accounts, if you have business and professional contacts.

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 your hairstyle has changed, look doesn't reflect your current business or your current photo is more than two years 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.) using the same photo, message, graphics, and color palette.

Consistency across all digital platforms is 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 creating confusing when trying to find you. For example "phepherose" is me on all social media accounts. You can 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 choose 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 brings 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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**Thank you for downloading this guide.  
Learn more at [BrushUpYourBrand.com](https://BrushUpYourBrand.com)**

Hi, I'm Phephe Rose.  
I'm CEO & Creative Director at Phephe Rose Studio.  
Coaches, experts and influencers hire us  
to visually transform them into  
High-level Changemakers and Industry Leaders.

If you're ready to turn your brand canvas into a masterpiece,  
then book a call with me:

**BOOK A BRAND ELEVATE CALL**

[brushupyourbrand.com/schedule](https://brushupyourbrand.com/schedule)



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